

The LINCOLN



Golden-headed
TROGON

SALON NUMBER

THE LINCOLN

AT THE

AUTOMOBILE SALONS



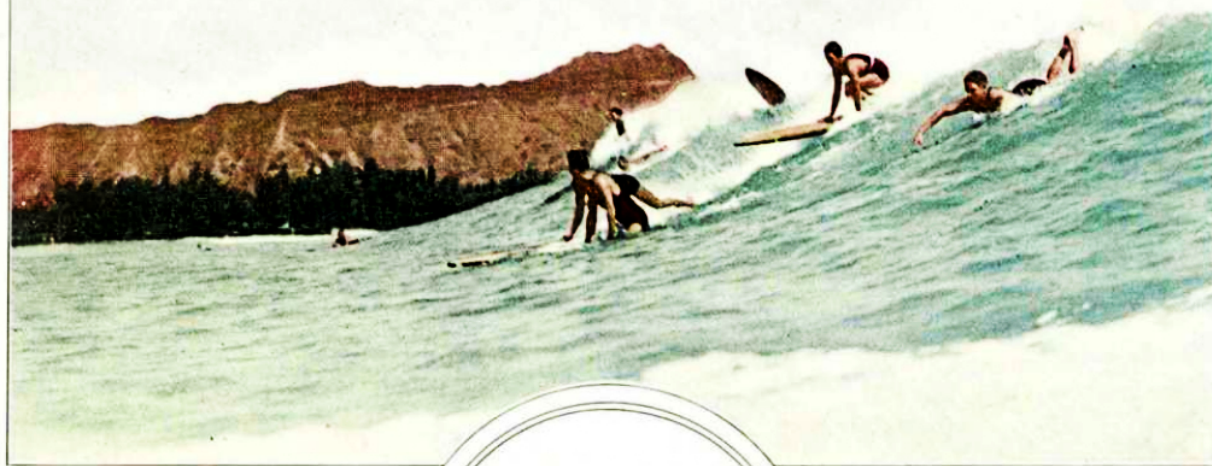
FOR THIS ISSUE artists and craftsmen have endeavored to faithfully illustrate the cars to be shown on Lincoln chassis at the Salons.

However, a full appreciation of the unusual beauty of these cars can only be gained from a personal inspection of each.

This opportunity will be afforded you at the New York Salon, to be held in the Hotel Commodore Nov. 15 to 21, and the Chicago Salon, at the Drake Hotel, Jan. 30 to Feb. 6.



THE LINCOLN



OUR *Enchanted* ISLES

ONE of the most fascinating vacation trips for summer or winter which may be taken in America, is that to the Hawaiian Islands. Here is a semi-tropical country of the greatest natural charm, where everyone speaks English, for it is under our own flag, and where the traveler will find those conveniences which make his whole journey delightful at the time and in retrospect.

From San Francisco the 2091 miles to Honolulu may now be covered in six or seven days of restful steaming, but it is welcome news that the Matson Line will soon have ready a four and a half day boat. Among the interesting features of their present service is the radio phone, over which I conversed at length with another steamship going in the opposite direction. We were about fifty miles apart, but our voices were as clear as if we were talking over an ordinary telephone. Already the amplified human voice is readily heard across the continent by wire, and eventually it will doubtless be possible to talk with any part of the world by wireless. Possibly connection between radio and ordinary telephonic systems will be effected, and sea travel will no longer involve any inconvenient isolation.

For fifteen hundred miles the Hawaiian Islands are strung across the Pacific like pearls on a chain, with the more important areas included in about four hundred miles from Hawaii to Kauai. On the southern coast of Oahu is Honolulu, a city of about 100,000 inhabitants, all but hidden in its wealth of foliage and flowers. Verdant cloud-wreathed mountains overlook its beautiful palm fringed beaches and

protect it from sudden storms. If you have never seen a Hawaiian welcome, you have an interesting experience in store. At the steamer both the arriving and departing guests are laden with leis, or wreaths of fragrant flowers, and with hearty good will expressed in the native word "Aloha." A Hawaiian band is always

there to play their plaintive airs, and perchance to break into song. From the first, you are impressed with the great variety of races which mingle here in colorful array. Forty percent of the population are Japanese and there are many Chinese and Filipinos. You will find Portuguese, Russians and Scandinavians, as well as sojourners from the more populous of European countries. There are still many pure Hawaiians, but others have successfully intermarried with the Chinese. All these nationalities are living together in friendly relations and are inevitably becoming Americanized.

The traveler will linger long in Honolulu, exploring its foreign quarters, following up its valleys into the hills for their wonderful views and enjoying the unrivaled sport upon its famous beaches. Everywhere one is greeted with a wealth of colorful bloom, the trees themselves bursting into great bouquets of scarlet flowers in the royal Poincianas, and into more delicate hues in the pink and golden showers. The St. Thomas trees are pink and white, while the rare rainbow shower combines pink, white and yellow in ravishing display. There are wide-spreading banyan and monkey pod trees and everywhere are cocoanut and royal palms. Feathery ironwood and tall eucalyptus line the

By LeROY JEFFERS
F. R. G. S.



PHOTO BY K. MAEHARA
Coconut Island at Hilo, Hawaii. Here are some of the most gorgeously beautiful sunsets and moonrises anywhere to be found

country lanes, while the Mexican mesquite here thrives as the algarroba. On the hillsides and mountains are the Koa, or Hawaiian mahogany, with sickle-shaped leaves; the Kukui with its light green foliage, and the Ohia lehua with its brilliant scarlet blossoms. And who can forget the picturesque pandanus, whose tortuous branches wave palm-like fans to the breeze from the southern seas? Of shrubs and vines, there is a bewildering array with exquisite blues and reds and yellows, the hibiscus alone flourishing with over two thousand varieties. By the light of the moon the night-blooming cereus unfolds its creamy petals and heart of gold.

With native fruits the visitor will form delightful acquaintance, regretting that he may not as yet enjoy certain of them on his return to the mainland. He will start the day with an orange-yellow papaia, which resembles a melon, but grows on a tree; later he will find refreshment in an ice-cold ripe pineapple; at lunch there are golden mangoes or the meatiest of alligator pears. If one is viewing the scenery among the hills, he may gather ripe yellow guavas and purple passion fruit, called water lemons. On shipboard one is likely to exhaust the supply of guava jelly and poha jam. One is not likely, however, to deprive the Hawaiians of their favorite poi, which they make from the taro root and which to a beginner resembles paper-hanger's paste.

A Hawaiian is always at home in the water, whether diving for coins as the ship approaches the dock, or riding his surfboard on the incoming wave. With a temperature of about seventy-six degrees the year round, is it any wonder that the ocean attracts one? At Waikiki Beach, four miles from Honolulu, you



PHOTO BY K. MAEHARA
Volcano of Kilauea in eruption in May, 1924, Hawaii National Park

will find the bather in his glory any afternoon. Mounting your surfboard of Koa wood, you poise on the crest of an incoming wave and race onward at thirty miles an hour—that is, until your balance fails and you find yourself swallowed by the spray. Outrigger canoeing is also a fine sport for the less venturesome. Under the guidance of a couple of natives, you paddle out to the reef and then fly shoreward with the waves. Usually



PHOTO BY WILLIAMS STUDIO
Onomea Arch, near Hilo, Hawaii

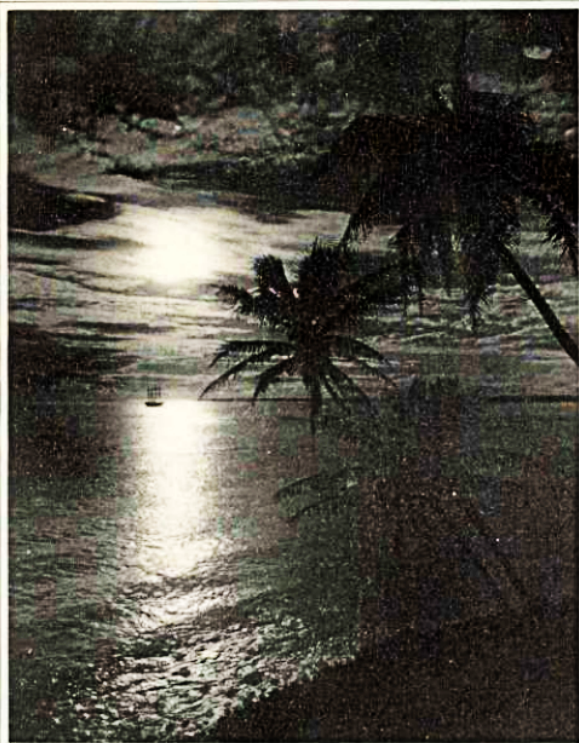


PHOTO BY K. MAEHARA

An old windjammer on the tropic sea at Hilo, Hawaii

you arrive in safety, but the waves have ways of their own and you must wear a bathing suit. At Waikiki is the famous Moana Hotel where a native orchestra is heard in sound of the waves; and at the end of its long pier the Hawaiians, who are always very musical, play on their ukuleles and sing by the light of the moon.

In another direction from Honolulu is Pearl Harbor, the home of the navy; and on one of its islands are the



PHOTO BY EDGEWORTH

Night-blooming Cereus, Honolulu. This is part of a hedge a quarter of a mile in length

army and navy aviation fields. To mention but briefly a few of the important points which the traveler should visit is all that is here possible. By all means one should auto around the island of Oahu, stopping for the famous view at the Nuuanu Pali, and taking a glass bottom boat for the fishes and coral at Kaneohe or Waialua. From Honolulu the Mt. Tantalus drive is finest at sunset, and a visit to the Aquarium at Kapiolani Park will richly repay one. When the tide will allow, it is a wonderful walk along the base of the wave-worn cliffs from the Blow Hole near Koko Crater to Koko Head; or one may find a day of delight upon the commanding heights of the Waianae Range.

On Maui, the Iao Valley near Wailuku has precipitous fern-clad walls and a twelve hundred foot Needle, which may tempt you if you are a climber. Haleakala may easily be ascended from the road at Olinda, and its evening and morning views above the clouds from the rest house are exceptionally fine. The summit of the mountain is in a section of the Hawaii National Park, and one may ride on horseback down through the enormous crater to the sea. One may now go over the Lower Ditch Trail to Keanae Landing and up to the Famous Ditch Trail in a car.

Hawaii, the largest island, in no event should be omitted, for it contains the greatest portion of the Hawaii National Park, with the immense volcano of Mauna Loa 13,675 feet, and the usually active fire pit of Kilauea on its slope. There are many interesting things to be seen in the vicinity, including the volcanic observatory and a dense forest of tree ferns, whose fronds are twenty-five to forty feet in length. A scenic road encircles the island, and a remarkable, interesting railway runs north from Hilo along the Hamakua coast.



PHOTO BY WILLIAMS STUDIO

Early morning at the Peninsula near Honolulu



Commercial Reliability
Tour Planes at Lambert
Field, St. Louis



The Edsel B.
Ford Trophy

IN all the history of American aviation, no flying event ever was witnessed by so many people as the Commercial Airplane Reliability Tour for the Edsel B. Ford trophy, which started on September 28th from the Ford Airport at Dearborn, Michigan. The caravan of aerial carriers, demonstrating the practicability of commercial flying, was not only greeted by thousands in all the control point cities, Detroit, Ft. Wayne, Chicago, Moline, Des Moines, Omaha, St. Joseph, Kansas City, St. Louis, Indianapolis, Columbus and Cleveland, but also by thousands in towns and villages between these cities. In the 1900-mile course, new to many of the pilots, most every kind of weather was encountered and of the seventeen airplanes starting all but one completed the trip, ten with perfect scores, returning in a rainstorm to the Ford Airport, Sunday afternoon, October 4th.



Planes at Cleveland Municipal Field

Line-up of Planes at Ford
Airport before start of tour



Nature Provides Color Inspiration for Lincolns Shown at Salon

IT IS held by many of those who keep themselves informed regarding the various activities of the automotive industry that each year the foremost showing of beautiful cars is at the Annual Automobile Salons. The announcement for the Salon always reads that, as Mr. Barnum would say, this year it will be "Bigger and Better" than ever, and while this may appear rather trite to the American public, who are so well informed regarding the various advertising methods, yet the Salon last year was proof conclusive as to the truth of this statement. This was by far the most successful Salon, since the first one was inaugurated on an upper floor of Macey's Department Store back in 1904.

While the Salon was started as a display for foreign chassis and bodies, it has grown until it now may be rightfully called the premier display of luxurious motor cars, and of course it is very gratifying to find that in such a display about half of the chassis and the majority of the coach-work is American.

There are two Salons held each season. The first of these will be in the Grand Ballroom of the Hotel Commodore, New York, from November 15th to 21st inclusive. The other will be in the First and Second Ballrooms of the Drake Hotel, Chicago, from January 30th to February 6th. The exhibits at the Salon are principally by the better known American custom body builders, and their craftsmanship is displayed on various chassis which they select.

The Salons have a particular appeal to all who are interested in the latest development of the automobile. This is evidenced each year by the large number of motor enthusiasts and connoisseurs, as well as the executives of the industry, who may be seen inspecting the beautiful creations on display. These cars can rightfully be called creations, as they are the result of months and months of planning and painstaking work, with a great deal of attention paid to detail. At the Salon, one sees the new—and original. There is always added interest, because one never knows what surprise the Salon has in store. However, it is safe to expect new designs and, in many instances, the execution of new ideas. Another factor which should make for a more interesting Salon this year is that the management has very wisely ruled that hereafter only twelve chassis of any one make can be shown in the New York Salon and only eight in the Chicago Salon. This will guarantee a greater variety in the makes of chassis and lend a more cosmopolitan atmosphere to the affair.

The trend during the last several years has been to use more color on the exterior of automobiles, and some of these combinations have been none too happy. It was in trying to overcome this condition that an interesting idea was developed, which will be presented at the forthcoming Salon.

Judkins, Brunn, Holbrook, Dietrich, LeBaron, Locke, Willoughby and Fleetwood will each show their coach-work on the Lincoln Chassis, and although the Lincoln Motor Company of course does not have an exhibit at the Salon, it is only natural that they should co-operate with any body builder who is showing a body on their chassis. A concrete example of this close co-operation of body builder and chassis manufacturer in perfecting each model will be evidenced in the forthcoming Salon by the beautiful combinations of color used both on the exterior and the interior of the Lincolns in the several displays. Each Lincoln shown at the Salons represents a combination of colors which were suggested by the beautiful plumage of a bird, and the story of how this idea was finally developed illustrates the tireless effort on the part of the manufacturer of quality cars in endeavoring to interpret and anticipate the desires of the public for harmonious colors.

Early last spring the Research Department of the Lincoln Motor Company made a careful study of birds in the collection of the American Museum of Natural History. A number of museum specimens were chosen from those birds having the loveliest plumage and striking color contrasts, and inasmuch as they were museum specimens and had never been exposed to the light, their colors were absolutely true.

The Ditzler Color Company, who are manufacturers of paint, were interested in the idea and spent many months in development work endeavoring to match exactly on paint panels the colors that had been chosen from the twelve birds. Eventually this was accomplished and not only were new colors discovered, but the birds suggested new ideas in the grouping of the colors. Nature has put colors together that man would ordinarily never dare, and needless to say Nature has done a most excellent job. The idea of contrast has been carried out not only in the colors selected for the exteriors of the Lincolns shown at the Salon, but also the tone for the interiors was taken from the same bird.

The effect is most unusual. While there is nothing freakish or bizarre about these cars, it has been predicted by those who are acquainted with the program that this group will be the most outstanding in any of the shows this year.

The same designs and colors used at the New York Salon will be duplicated at the Chicago Salon. It is planned to show each bird alongside of the car having the same color and it should prove very interesting to those people who are admirers of either beautiful birds or beautiful cars, to compare the two.

The group of birds is in itself an interesting study; for here are specimens from countries which are scattered far and wide over the globe—Western United States, Northern China and Southern Venezuela.



Grass Green
TANAGER



Robt. Agassiz Puertes

THE Green Tanager (*Psittospiza reiiferi*) shown on this page is from Ecuador and is an excellent specimen. It is an inhabitant of the Andean forests and is almost as large as our robin. This bird is unusually interesting, as absolute green is a rarity among birds outside of the parrot family. The Tanager family numbers several hundred species of insect and berry eating song birds, highly characteristic of the American tropics, only a few species being found so far north as the United States. They are birds of brilliant and varied plumage, some of them being of unrivaled beauty.

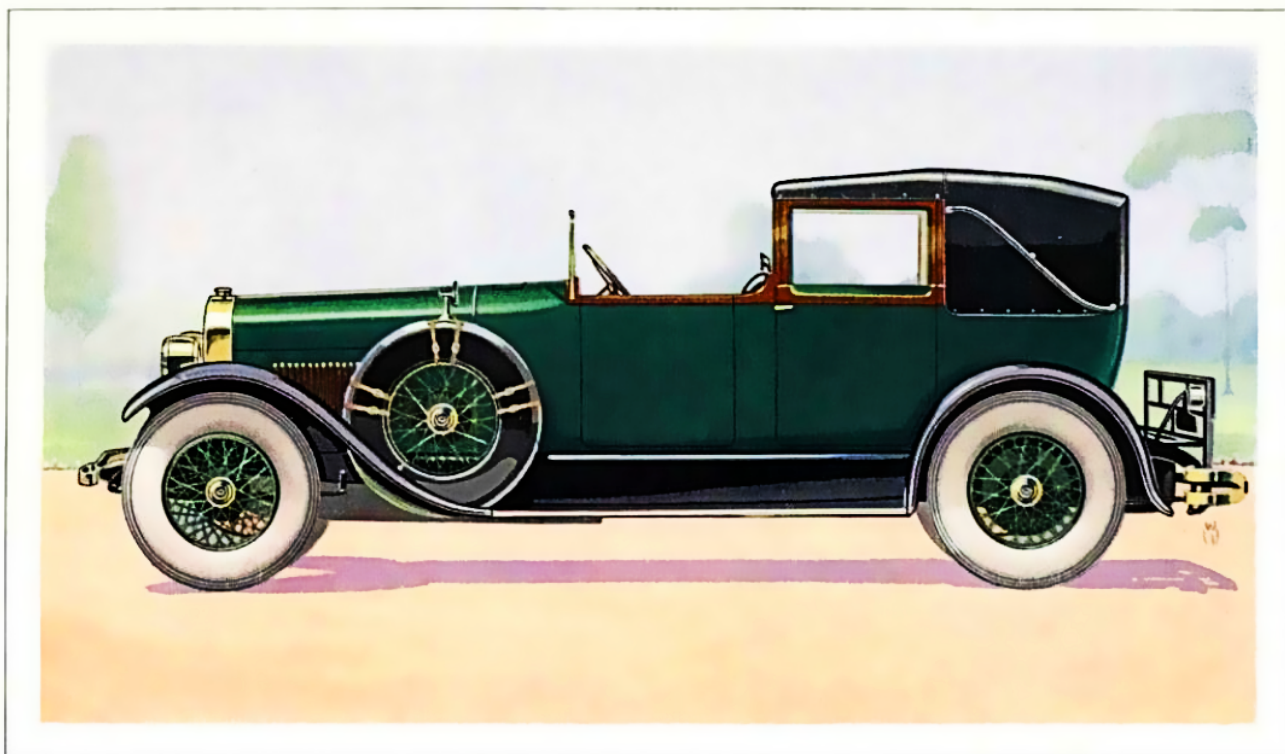
Many ornithologists subscribe to the theory that the green of this Tanager is a protective green furnished by nature to help them elude the larger birds of prey. However, there is much argument about this subject pro and con, as there are those who point out that other members of the Tanager family are brilliantly marked by their striking color contrasts. Again, there are others who believe that the several

colors of the brilliantly marked Tanagers to some extent equal the protection furnished by color which harmonizes with the background. Their argument is that the several contrasting colors tend to break up the form of the bird, thus making it difficult to see.

The bright grass green of this bird is further set off by the light red bill and feet, as well as the deeper red around the eyes. This scheme of color has been faithfully copied by LeBaron in this Sport Cabriolet, the green being used on all of the body panels. The moulding, which encircles the upper part of the rear door and is continued along the top of the front door and over the cowl to the other side, has been painted in the shade of red taken from around the eye of the bird. The result is a most striking silhouette.

This further carries out the idea of a Sport Cabriolet—a type of car that is growing more and more popular. It differs from the standard cabriolet, which is better known, by being smaller and thereby having a grace of line, compactness and ultra-smart appearance impossible of attainment in a larger car.

Another interesting feature of this Sport Cabriolet



The Sport Cabriolet by LeBaron

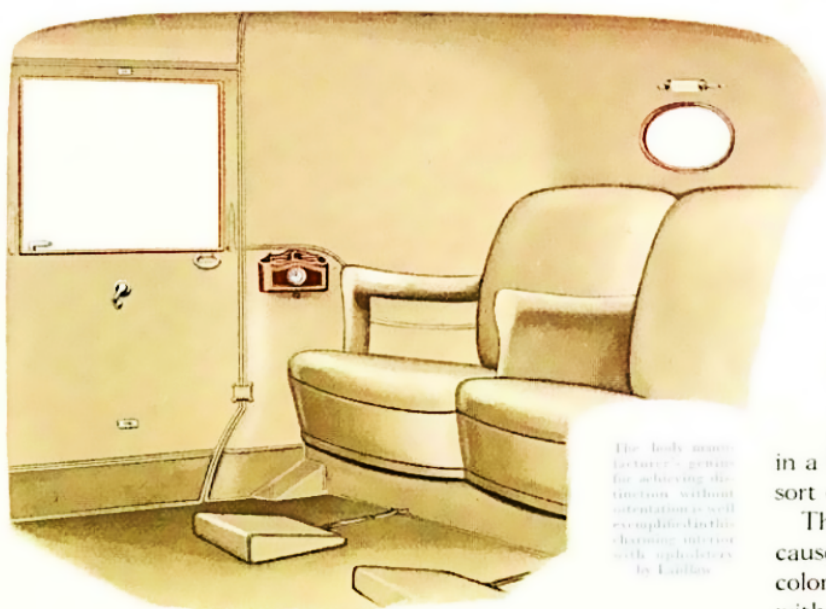
is the fact that those trimmings on the chassis, body and radiator which are usually nickeled are done on this car in brass. The brass finish harmonizes unusually well with the green and deep red used in the exterior of the cabriolet and a great deal of interest should be evidenced in this car at the Salon.

The top is fully collapsible, which further adds

merit to the general design. Collapsible tops have been used abroad extensively for a long time and American tourists are familiar with the practical features of such tops, permitting, as they do, a wide option by the owner in the degree of weather protection or privacy desired; however, it is only in late years that cars with semi or fully collapsible tops have been bought in numbers by Americans at home. It is a development which the majority of people will gladly welcome. There is no doubt that an air of smartness is added to any avenue where a number of such cars are driven with their tops down.

Equipment includes six wire wheels and balloon tires, two spares being carried forward in well fenders, with a folding trunk rack in the rear. Mirrorscopes on the spares and a laprobe give the finishing touch. A monogram will be put on both laprobe and car. The Laidlaw interior is done in a beautiful shade of broadcloth—just the sort of trim you would expect in this car.

This interior excites one's admiration because of the skillful manner in which the color scheme has been made to harmonize with the effect of the dominant motif as inspired by the plumage of the bird.



The body manufacturer's genius for achieving distinction without ostentation is well exemplified in this charming interior with upholstery by Laidlaw.



Brazilian ORIOLE

THIS Brazilian Oriole (*Icterus jamaicensis*) is one of the most beautiful of the American Orioles, or hang-nests. Orioles form a group of about fifty species, distributed over the entire western hemisphere.

The name Oriole properly belongs to a family of Old World birds and is applied to our American Oriole because of the general resemblance in appearance. The Baltimore Oriole of the eastern United States and the Troupial of northern South America are well-known members of this group, although the Baltimore Oriole really belongs to a Central American family which includes blackbirds and meadow larks. They are famous for their loud whistled songs as well as their brilliant combinations of orange and black as well as yellow and black.

The Baltimore Oriole is so called because the distinctive colors of this bird were those used by Lord Baltimore. There are three other well-known species of Oriole known to bird lovers in the western United

States, which are the Bullock's, Scot's and the Hooded. In a general way, all of those resemble the Baltimore Oriole.

There is little known specifically about the species of Brazilian Oriole, a specimen of which is shown on this page. However, an interesting fact about the entire family is their habit of making skillfully woven pensile or hanging nests. These suspended nests probably originated in the tropical regions where they were used as a protection from arboreal enemies such as monkeys. They are usually hung from the end of a slender drooping branch.

This contrast of orange and black has been unusually well interpreted by Judkins in his two-passenger Semi-Collapsible Coupe. A great many people have expressed the opinion that this car embodies a design far superior to anything of its type built by other body manufacturers. Clean-lined and fleet in appearance, the Judkins Coupe is the cynosure of all eyes wherever it appears. This thoroughbred among motor cars has been given a new appeal by the daring color combination, to be displayed for the first time at the Salons.

The entire car, including the mouldings, is painted black, with the orange used to stripe the mouldings and the louvers, as well as to paint the wheels. Six

disc wheels and balloon tires are furnished with this car, and the finishing touch will be the owner's monogram in brilliant orange. It was thought for a while that the two-passenger coupe had no future and would be driven only by those people having a large fleet of motor cars. However, the unusually large sale of Judkins Coupes on Lincoln chassis during the past several years has clearly demonstrated that because of the great practicability of this type it has found a permanent place in the daily life of the motoring public.

It is, perhaps, the sport motif adapted to coupe design that has been largely responsible for the increased popularity of this type of car. The younger "set" have, by example, established the fad or vogue of driving with the car's top collapsed. Unquestionably, certain cars—and this coupe is undoubtedly one of them—look remarkably well with the top down. The degree of distinction or "swank" achieved, however, by lowering the top, is measured exactly by the cleverness with which the builder has anticipated the effect in working out an ensemble that lends itself well to such usage without sacrificing symmetry.

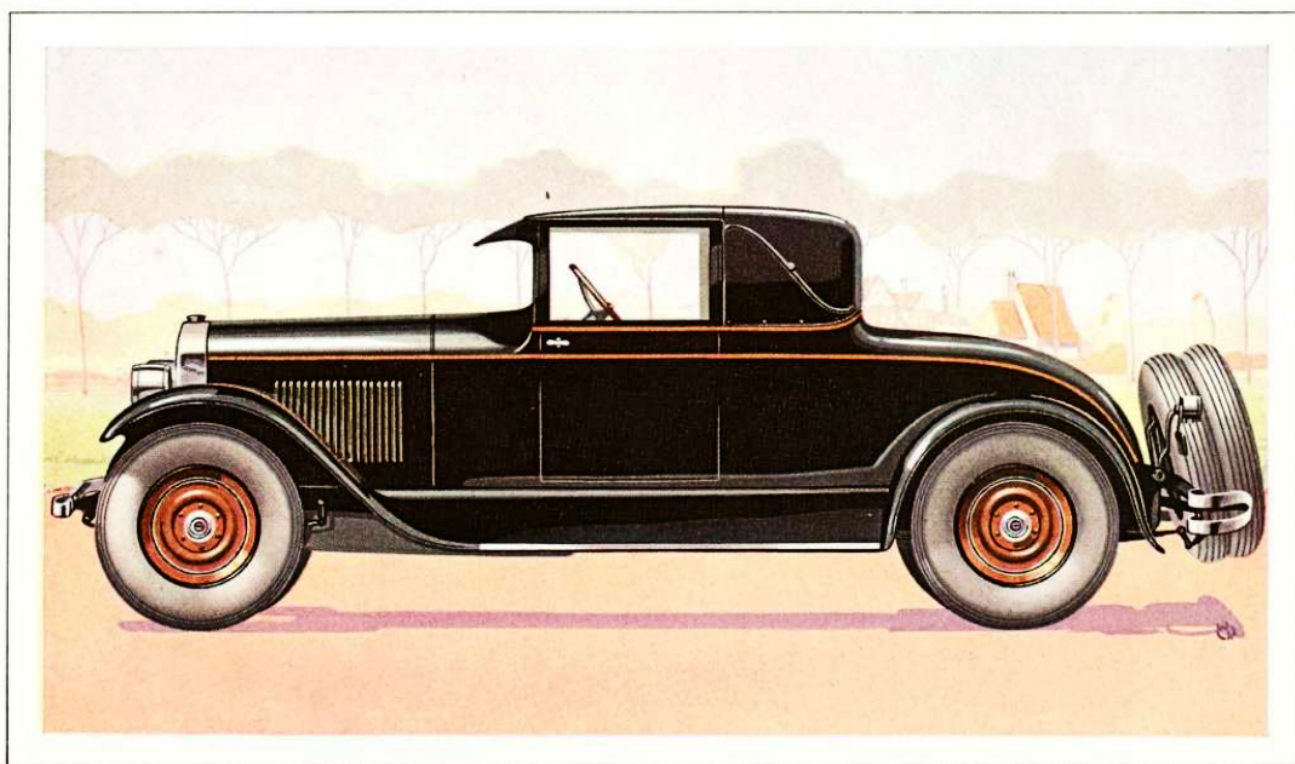
This car differs from a number of the two-passenger



coupes which Judkins has built, inasmuch as the top collapses from the rear of the door, and this unusual feature adds a decided air of smartness. Other outstanding features are the unusually large luggage space in the rear deck, where it is possible to put a small steamer trunk, and the luggage compartment back of the rear seat, the top of which, being lower than the back of the seat, forms a convenient rack for parcels.

While this Judkins Coupe is a distinct triumph for the body builder, due credit must be given to the Lincoln chassis, which by reason of its length back of the steering column has made it possible to allow for unusual space both for passengers and luggage, without detracting from the style or graceful lines so essential to individuality in a motor car of this character.

Laidlaw has taken a dark shade of orange and developed a beautiful cloth for the interior upholstery. It is a heavy ribbed whipcord with a tan cast which completely harmonizes with the orange used on the outside. A whipcord cloth is a most happy selection for such an intimate personal car. The tan cast of the upholstery harmonizes with the darker shade of the orange.

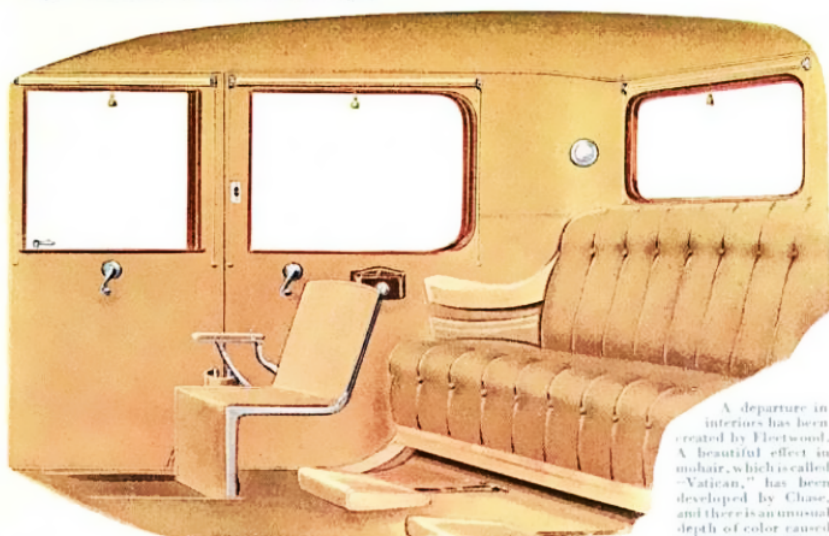


The Semi-Collapsible Coupe by Judkins



A MEMBER of the Cuckoo family (*Saurothera dominicensis*). This particular species is commonly called the Lizard-Cuckoo, and comes from Haiti. The two hundred kinds of cuckoos are found in every part of the world, but so varied is their appearance that only a bird student recognizes their mutual relationship. The Lizard-Cuckoos are confined to the West Indies, each island having a different species. They are well marked by their curious, straight, slender bills and like many other cuckoos have a very long fanlike tail, with conspicuous white terminal spots. Their food consists of insects and small crustaceans, reptiles, etc., and their notes are loud and striking. The popular belief is that their notes indicate the coming of rain and these birds are usually called rain crows by the farmers.

The two species of Cuckoos of northern United States are more often heard than seen and there are many bird lovers who are better acquainted with their peculiar cry than they are with their general appearance. This is because of the secretive habits of the Cuckoo. They are especially valuable because they are persistent destroyers of the caterpillar. They not only eat those caterpillars which are also food for other birds, but in addition they destroy the Trent or hairy caterpillar. The European Cuckoo is famous for its habit of shifting its maternal duties to some smaller bird, but the Lizard-Cuckoos and most American species build nests and care for their young. The artist has portrayed one of the characteristics of the Lizard-Cuckoo by showing him just after he has been successful in his search for food.



A departure in interiors has been created by Fleetwood. A beautiful effect in mohair, which is called "Vatican," has been developed by Chase, and there is an unusual depth of color caused by the ribbed effect of this cloth.

The skillful manner in which Fleetwood has utilized the natural colors of the bird to achieve a color scheme that is distinctive without being bizarre is well exemplified in his use of the predominating tone of the Cuckoo for the entire body, as well as the window reveals. However, the darker brown is used to accentuate the length and lowness of this car by using it on the lower body moulding, as well as on the wheels. This darker brown is used also as a striping over the black mouldings which encircle the windows, but is itself striped with the lighter brown when used on the lower moulding. This combination

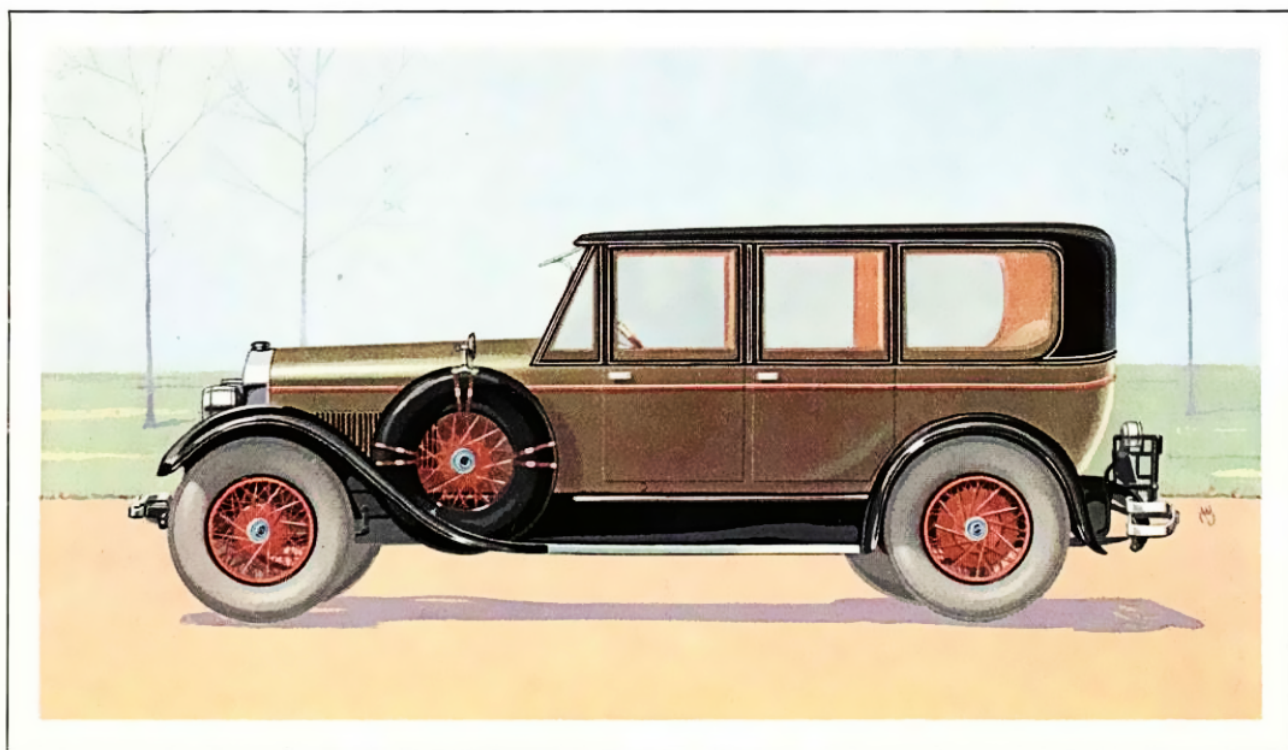
of the two browns is used to stripe the louvers on the hood. The Inside Drive Limousine which is shown here has proved to be one of the most practical chauffeur-driven cars and is of a type that has increased in popularity during the last several years. This particular Inside Drive Limousine gains attractiveness because of the unusual roominess of the car and because by careful handling of the highlights on the body and the moulding treatment makes the car appear to be much smaller than it really is.

A departure in interiors has been created by Fleetwood in this car. The cushions are the same as the light brown on the outside of the car.

The color motif was inspired by the soft buff shades on the throat plumage and edges of wing feathers.

The chauffeur's compartment is in gray leather to match the gray of the body. Mahogany mouldings again bring in the darker shade of brown for contrast, and the highlights in the interior are made doubly effective with bright nickel hardware.

The equipment consists of six wire wheels, balloon tires, well fenders, mirrorscope, folding trunk in the rear, and a monogrammed laprobe. The owner's monogram is placed on the car.



The Inside Drive Limousine by Fleetwood

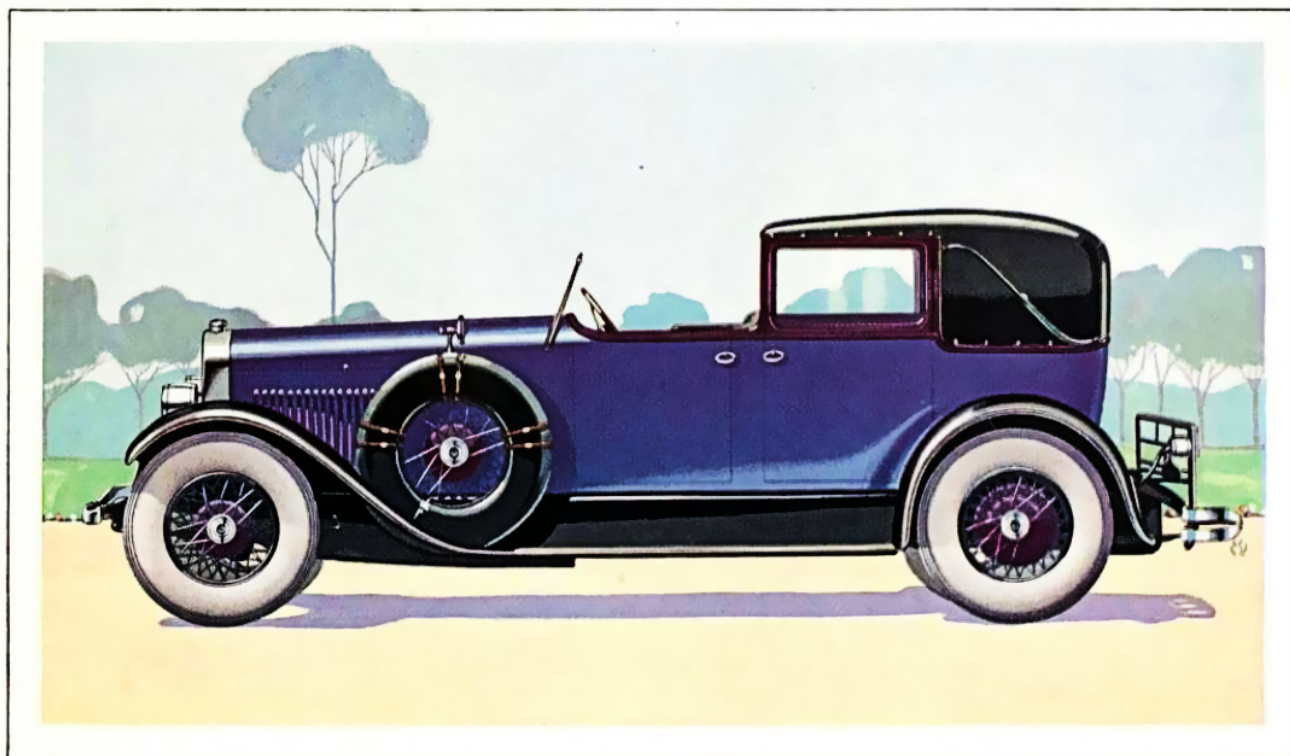


Purple
Breasted
CHATTERER

TROPICAL America is the richest in bird life of any region on earth, and here are found many brilliantly colored birds. This specimen of the Purple Breasted Chatterer (*Cotinga-cotinga*) is found in British Guiana.

Of the many families of birds typical to this area the Cotingas are one of the most important. Like several others of the highly characteristic American families, the Cotingas are directly limited to the tropics, the only exception being a single small species which is found as far north as southern Arizona. The Umbrella Bird, the Bell Bird and the Cock of the Rock are noteworthy members of the family. Their food consists of fruit and insects. The birds are remarkably diversified in size, form and color. Some are tiny

yellow birds, the size of a wren, others the size and color of a crow. Still others are among the most brightly colored of birds; blue, violet, magenta, crimson and scarlet tints prevailing, while a few are remarkable among tropical birds for their wholly snow-white plumage. One of the most remarkable examples of pure white birds is the Holy Ghost Bird of Central America, a member of this family which is unique among tropical birds for its white plumage. There is much speculation about how albinism is formed in birds. Apparently the white feather is caused by the structure which reflects all light rays, consequently giving white. When a color is seen, it is caused by all rays being absorbed except the one which is reflected. The only exception is blue, which is also structural. This is not a case of pigment, for there is no white pigment in any birds. We all know if a spectrum is revolved very rapidly all of the colors become so confused that eventually we see nothing but white. There is an unusual purple cast on this particular



The Fully Collapsible Cabriolet by Dietrich

species which is found both in the blue on his back and the maroon on his breast—an exquisite combination, yet one that is difficult to reproduce effectively in a commercial way.

Dietrich has cleverly caught and expressed this wonderful shade on his Fully Collapsible Cabriolet, using the purple-blue on the entire body, while the mouldings and wheels are in maroon. This is another splendid example of a well-proportioned Sport Cabriolet. This type will no doubt receive very critical inspection by the interested public because many have predicted a real future for this type of body. The stripings on the louvers are maroon, while those on the mouldings are a light blue copied from the tips of some of the feathers of the Indian Roller. This purple cast is again used by Laidlaw in the upholstery, wonderful color resulting. Toilet cases are of leather and the interior hardware is platinum finished. Six wire wheels and balloon tires are furnished with the car. Two spares with their mirrorscopes are carried forward in well fenders. A folding trunk rack is at the rear. There are two extra seats, one of which faces to the side and the other toward the rear. The monogram on the car and the monogram on the laprobe are the finishing touches. Front bumpers and either rear bumpers or fender

guards are furnished with this car, as is the case with all of the Lincolns shown at the Salon, this equipment being standard on the Lincoln chassis.

The distinctive effect of this collapsible Cabriolet has been obtained by Dietrich partially by an unusual depth given to the sides of the body as well by the use of rather small windows. This combination imparts to the car that low, racy effect that is so characteristic of the sport motif, and so largely responsible for its popularity. Doubtless, this type will continue to gain in favor.

There was a time in our motoring history when Cabriolets were only owned by dowagers. It is quite natural to find designs which were developed to fill this demand conservative in both line and color.

However, the use of this type has broadened and today one finds the modern debutante going from one party to another in a Cabriolet all her own. And in many instances the debutante has seen to it that some of her own personality was expressed in the motor car she owned. There is a suggestion of youth in the Sport Cabriolet.

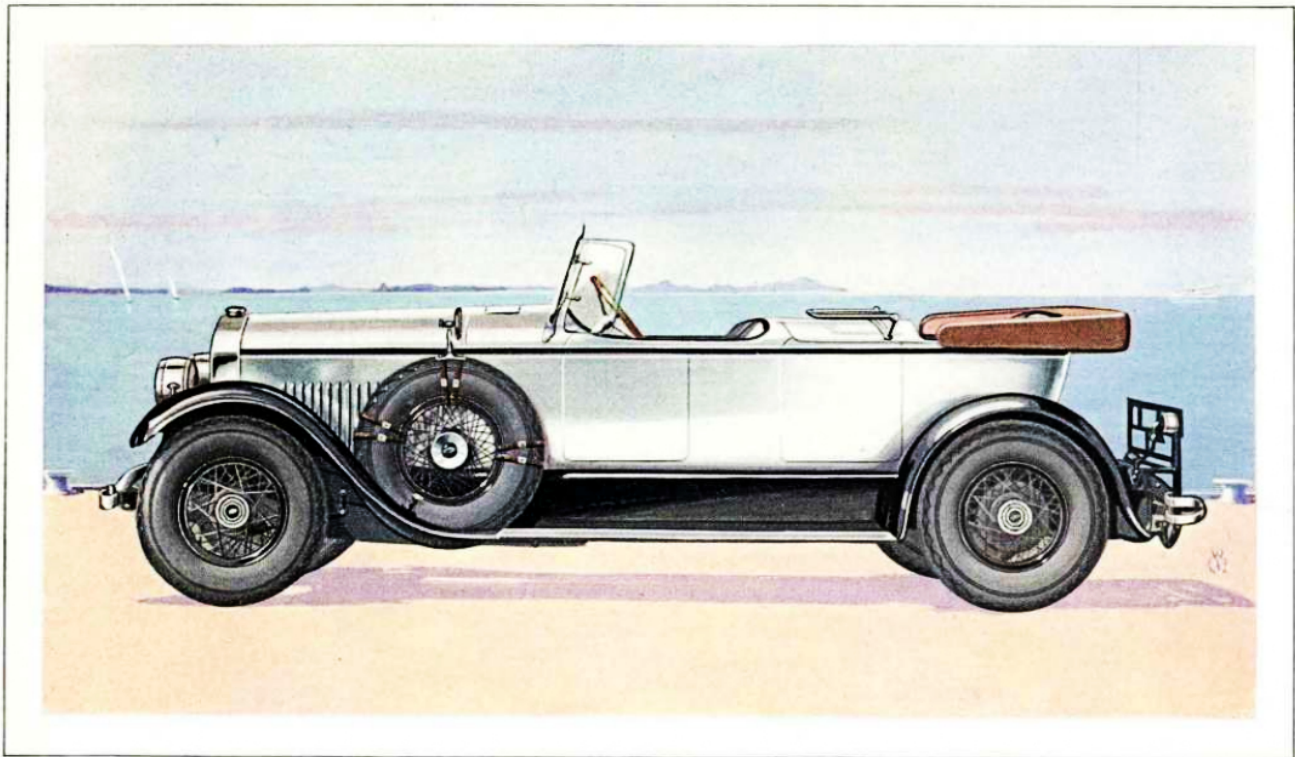
To those people who enjoy both a fast ride to be on time for the "kick off" and a lazy ride on the avenue, the top back to better enjoy the brisk autumn air, the Sport Cabriolet is the vogue.





Ring
Billed
GULL
§

Louis Agassiz Puertos

*The Sport Phaeton by Brunn*

THE Ring-Billed Gull (*Larus delawarensis*) comes from a family better known as Sea-Gulls, and these are found all over the world. It is a surprise to many people to learn that some species are not confined to the coasts, but are common in the interior.

The American Ring-Billed Gull is a medium sized species, well marked by its pearl-gray mantle, yellow feet and the black band on the bill. Gulls usually nest on the ground and their eggs are olive-drab or greenish white, spotted with darker shades. On the plains they are of great economic importance and this is well illustrated by the story of the settlement of Utah. Much depended on the result of the second crop of the early Mormon pioneers. They had brought with them only sufficient food to last one year, and their first crop was so small it was necessary to save it for seed. Just when the Mormons' future looked brightest, great hordes of grasshoppers descended and began devouring the grain. Almost as an answer to their prayers, large flocks of gulls appeared, filling the air with their white wings and devoured the insects



A monument erected to the sea gulls at Salt Lake City by the Mormons

to such an extent that sufficient of the crop was saved to tide the Mormons over until another harvest.

There is a shade of gray on the upper part of the American Ring-Billed Gull's back, which was found almost impossible to duplicate in paint. To interpret this color, Brunn resorted to a polished and lacquered aluminum on this Sport Phaeton. The black fenders and underparts strikingly contrast with this beautiful gray. The length and lowness of this car are accentuated by a black moulding along the sides. The striping on the moulding is white. Louvers are striped with black, edged with white, to further carry out the same idea. This Sport Phaeton is unusually smart, as it has a top which folds down very flat, following the lines started by the moulding. Windshield frames are nickel plated, as are the trimmings on the mahogany bows of the

sport top. The dark tan top material furthers the sport motif. Two windshield wings, six wire wheels, balloon tires, well fenders, mirrorscopes, and a folding trunk rack, and a trunk built on the body, are furnished. Leather upholstery harmonizes with the exterior.

"These two original paintings we make with pleasure for the Salon number of *The Lincoln* magazine. They are drawn from our most precious collection and from the figures now displayed at the Exhibition of Arts Décoratifs in Paris."

—Cartier



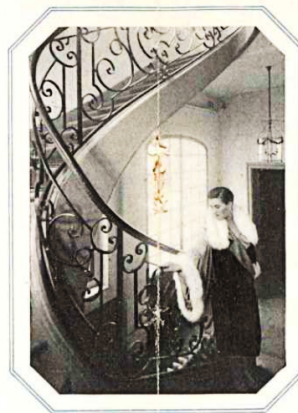
Evening coat of silver and red and blue Lame' trimmed with squirrel.

"We extend this to *The Lincoln* magazine with pleasure."

—Lucien Lelong

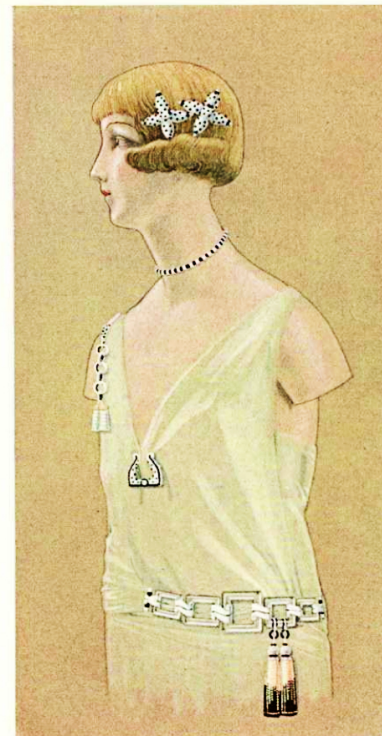


PHOTO BY SCAIONI, PARIS



"LE DERNIER GRI"

FROM THE
SALONS OF PARIS
COME THESE
NEWEST CREATIONS
IN WRAPS AND
JEWELS



The photograph in the center is a charming evening cloak of heavy black satin; the sleeves of green velour touched with white fox and silver. This photograph, and the one shown at the lower right, is from the house of Jean Magnin. M. Magnin's models are shown in the charming setting of an old mansion, built in 1723 for the Chancellor of Agnesseau, and considered one of the handsomest in Paris.



Coat of silk, wool or velour trimmed with yellow or white fox, by Jean Magnin.

EVENING wear is elaborate. There are gorgeous fabrics and longer, fuller skirts. All popular models so far have the godet at the bottom. Electric blue leads, so far, as a night shade, for it adds to all types of beauty. There is much silk braid fringe, very fine, falling from a normal waistline to the skirt bottom. Synthetic styles — as we call dressmakers' copies — have little chance this season of elaborate

creation, brilliant colorings, and good tailoring.

The ensemble is still very popular. Fur is added and the topcoat is of heavy specially woven material.

Many dinner frocks are dyed or painted after making, and thereby absolutely defy copying.

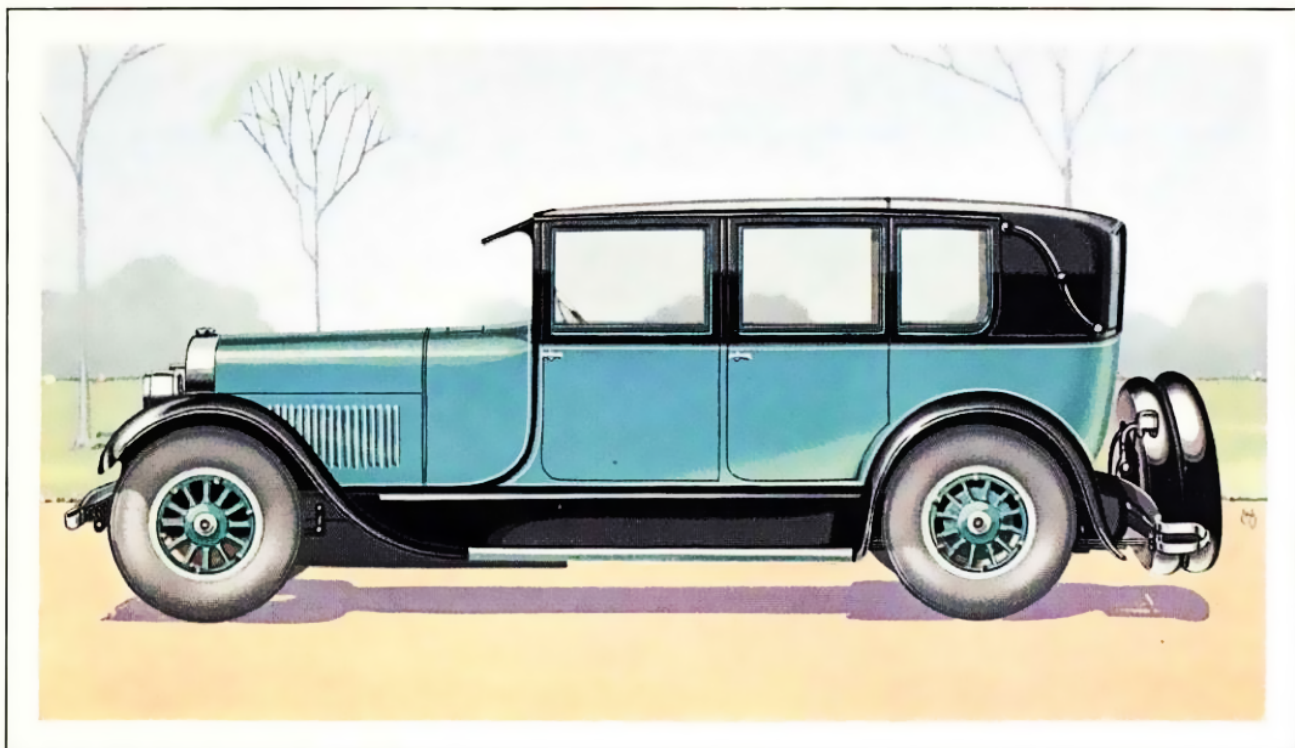
To be quite smart, let your waistline be but one inch below normal. Show the line of your figure without hampering movement.



THIS Swallow Tanager (*Torsina viridis*) was selected because of its unusual blue-green color, a striking and very beautiful tone that is daring and becoming only to the unusual in coach work. This peculiar bird differs from all true Tanagers in its very broad, short swallow-like bill. Though this particular specimen comes from Ecuador, the family is widely distributed over South America. However, not much is recorded of its habits beyond the fact that it is a forest bird. It is an excellent example of the evanescence of blue-plumaged birds due to the fact that the structure of the feathers produces the blue color. When held in one position the bird appears a deep blue, while viewed in the opposite

direction it is a light bluish green. The female differs conspicuously from her mate in being bright olive green. Mr. L. A. Fuertes, who has painted the birds in this issue of the Lincoln magazine, is a keen student of nature and has traveled all over the world collecting and studying birds. He tells an interesting story about this Tanager. When picking up one of these specimens, which had fallen into the water, he noticed that although he had shot a blue bird the bird had turned pure white. He was further surprised to see the original colors return to the bird after a few hours in the sun.

The darker shade of the bluish green has been used by Willoughby on his Landaulet, a color that even on the paint samples has caused much favorable comment

*The Landaulet by Willoughby*

by all who have seen it. This blue-green is used on the entire body, window reveals and wheels, and the white stripe is placed not on the black mouldings as is customary, but directly on the body color.

Wiese has developed cloth for the interior, consisting of two harmonizing shades of brown which alternate most pleasingly, providing an interior decidedly in keeping with the distinction of the car. Behind the driver's seat there is a glass partition which can be raised or lowered. Another unusual feature is that while the rear seat holds two people comfortably, it is sufficiently narrow to allow the rear windows to lower flush with the sills inside of the fender wells; thus these windows are allowed to drop out of sight. This is usually prevented because the glass can only lower about halfway, and is of great advantage when the top, which folds from directly back of the rear door, is lowered. The Landaulet is the type of body which has received its greatest development on the Continent, for in Europe it is rather a usual sight to see such cars along the highways with all the passengers bundled in laprobes or steamer rugs and luggage strapped on either the running boards or on a trunk



rack at the rear. In other words, this type of body is very practical for touring. Even when the top is lowered, passengers still have the protection of the sides, with the overhead entirely free, permitting an unobstructed view of scenes along the road, an advantage especially appreciated when touring mountainous countries. The development of a strictly six-passenger car will prove of unusual interest as there are many who believe the larger car of the future will be patterned after such a type. The narrow rear seat makes

it easier to obtain the slim appearance that contributes so materially to the grace of this car. A word or two here regarding laprobes included with many of the Lincoln cars may be of interest, for the exquisite materials used in these robes are certain to excite a great deal of comment by Salon visitors. They are the result of much research and exhaustive study, with the same exacting attention to detail that characterizes everything that enters into Lincoln development.

Elements of weave, texture, durability, and color came in for intensive study, as well as that of luster and tone so that the robe would reflect all the richness of the Lincoln interior trimming, and the finished robes are so unusual and beautiful that they form a distinct exhibit, which will attract much attention.

THIS specimen of the Roller (*Coracias indicus*) comes from southern India and is called the Indian Roller. The Rollers are entirely an Old World family of birds and are well distributed there, except in the northern parts of Europe and Asia. The nearest to the Roller in America is the Kingfisher family. In Europe specimens of this family are sometimes seen as far north as England. While jay-like in form and color, and formerly confused with those birds even by ornithologists, they are not at all closely related. Their flight is unsteady and varied and their name is derived from the habit, similar to that of the Tumbler Pigeon, of turning over or rolling in the air.

Rollers deposit their pure white, almost round eggs in holes in trees, building no nests. They are insectivorous and have a chattering call. They are noted for their intense varied shades of blue, varying from light bluish green, inclining to verditer, to a beautiful deep azure blue.

The Non-Collapsible Cabriolet, which is shown by Locke, has been painted with the colors taken from the Indian Roller, using that beautiful shade of bluish green for the entire body, while the deep blue from the bird is used on the body mouldings and the wheels. The striping is one of the lighter shades taken from the tips of the feathers.

Six balloon tires, wire wheels, car monogram, and monogrammed laprobe are furnished.

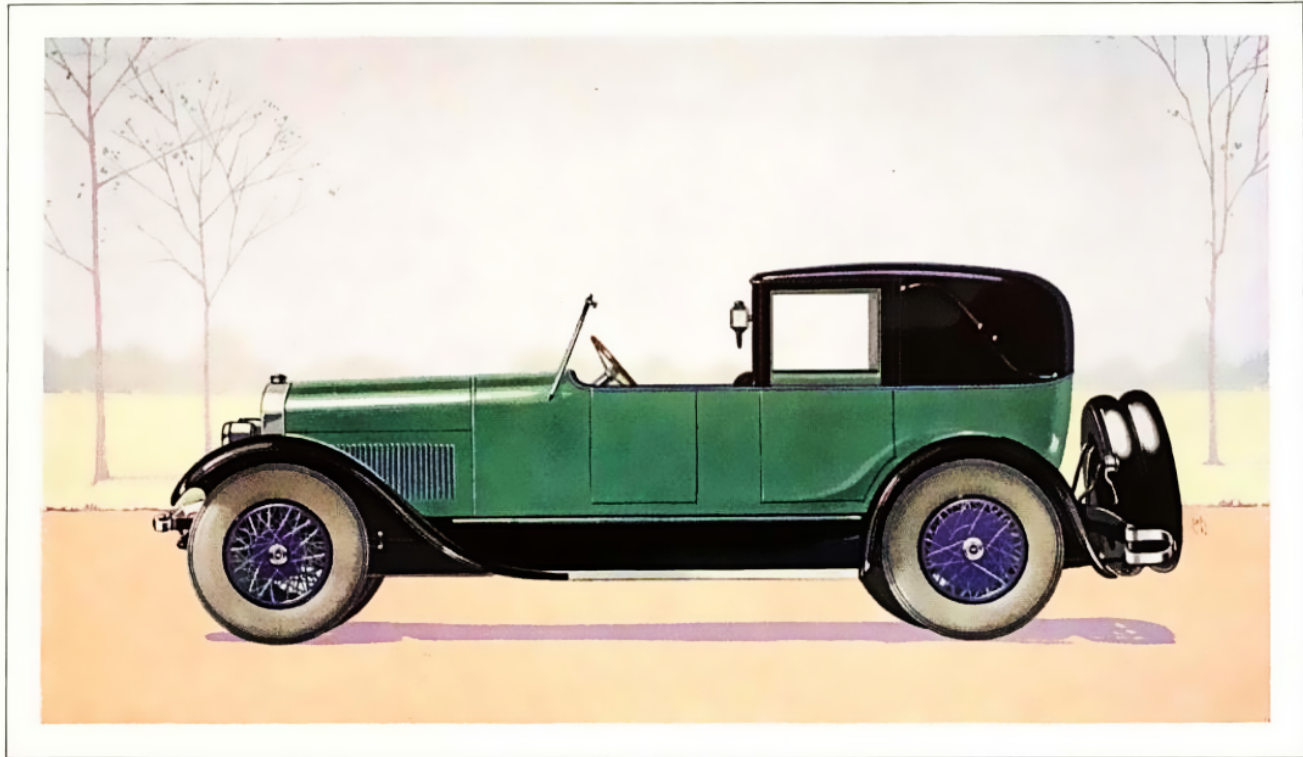
Laidlaw has developed a handsome broadcloth with a green cast, which is in perfect harmony with

the interior paint. The layman would be surprised if he but knew the efforts which both body and automobile manufacturer put forth in endeavoring to completely finish the smallest detail in the automobile.

This is especially true of interiors. Often hours are spent in securing just the right shade and texture of material used for upholstery to be sure that the cast of the cloth is in perfect accord with the paint on the outside, either by harmony or contrast. This year the tendency seems to be more toward contrast to get an effect on the inside which, while in contrast to exterior of the car, perfectly harmonizes because of the relation of color. The interior to be correct should not only be beautiful because of harmony with the exterior, but should be beautiful when considered as apart from the rest of the car. This idea has been



Indian
ROLLER



The Non-Collapsible Cabriolet by Locke

carefully executed on the interior of these Salon Lincolns and the keynote for the color used on the interior has been taken in every case from the same bird which furnished the suggestion for the color combination used on the exterior.

Consider these facts when you examine this beautiful Cabriolet. Note not only the attention to color tones but also to the details of trimming itself. These ideas have been further carried out by the various

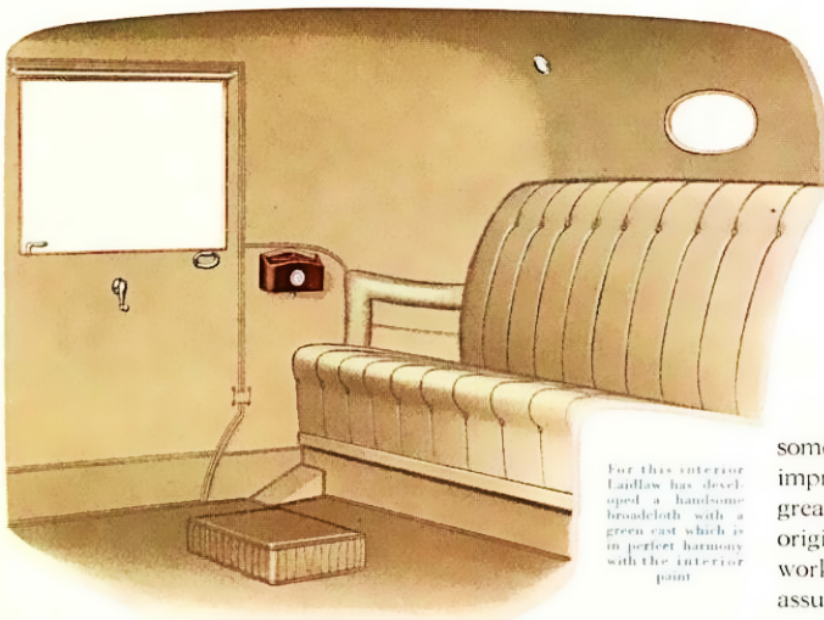
woods used in the varnish mouldings and the other details of the cars such as vanity cases, hardware, and broadlaces. There is a distinctly feminine touch about this car, which is perhaps accentuated by the two old style coach lamps.

The trend of late years toward the development of collapsible tops has been mentioned several times in this article, especially Cabriolets; however, in this Locke Cabriolet, we find a non-collapsible top, and

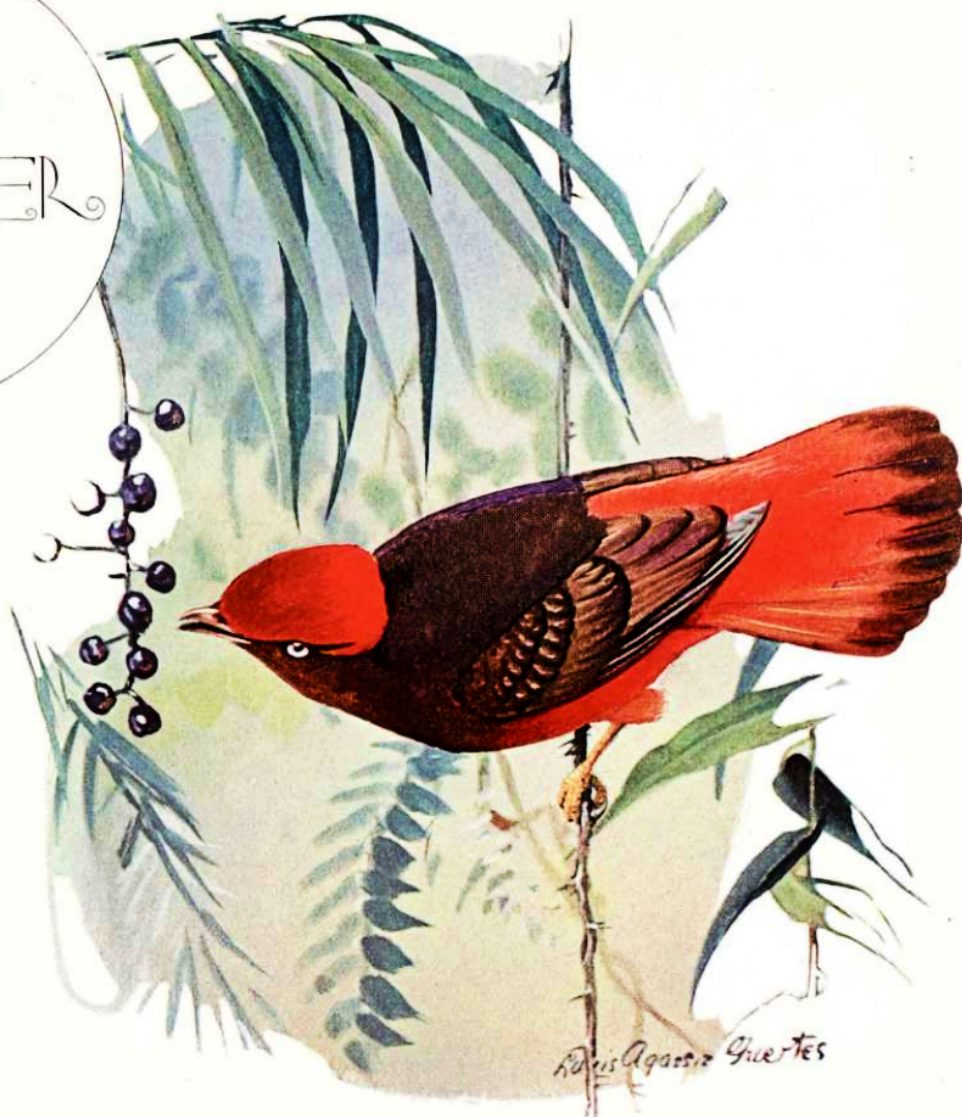
those people who insist upon this feature being included in their motoring equipment will find it a most happy design. Here is a car that should cause most favorable comment on the avenue as well as at the Salon.

A thought which will frequently occur to those viewing the cars at the Salons is that America need no longer concede a single point of superiority to Europe either in basic design, coachwork, upholstery or appointments. On the contrary, while our body manufacturers have, perhaps, in some instances derived the original body idea from

some foreign conception, they have invariably improved upon the copy, and an equal if not greater number of cars shown are strikingly original both in basic design and in the working out of the mechanical details that assure the acme of comfort and convenience.



Red CHATTERER



THE specimen of Red Chatterer Cotinga (*Phoenicircus carnifex*) which is shown on this page is found in Demarara, a province of British Guiana. The Cotingas are notable for their varied and brilliant plumage, often largely magenta, scarlet or orange. The present species is one of the most beautiful, though not so large as many, and is further notable for the curious form of several of its wing quills. The female is much duller in color than the male.

Cotingas are not song-birds, but certain species are noted for their loud ringing calls; among them are the Bellbirds, whose notes may be likened to the sound of a hammer striking on an anvil, or the toll of a bell. This can be heard for a great distance.

The family is entirely confined to tropical America and numbers in all about 125 species. One of this same family was the Purple Breasted Chatterer, which is shown on another page.

One of the unusual features of this Victoria Coupe by LeBaron is the smallness of the "blind spot," which is obtained by having such small front pillar posts for the doors. The design follows the English style—very wide, and an interesting change from the usual streamline moulding features. The width of this car makes it appear exceptionally low and the mouldings have the appearance of binding the body firmly together. A well rounded roof and small rear window accentuate the English atmosphere portrayed in the moulding and door treatment as well as the peak of the roof. Three people are accommodated very comfortably and a fourth person may be carried on a folding extra seat. The Victoria seating plan is one which has proved very popular over a period of years, admirably fitting the needs of a small family. This car is also especially adapted to the use of professional men and women, as the extra seat can be folded out

of the way, leaving accessible the driver's seat with much additional room for small bags and parcels. There is also storage space in the rear deck and behind the driver's seat.

The light brown has been used on the entire body, window reveals and wheels, while the moulding and upper work are in the darker brown shades. The striping is that brilliant red which shines so on top of the bird's head. There are two features of this car which will attract a great deal of attention from those who are fortunate enough to visit either of the Salons. The first is the very easy handling of the Coupe pillar and the second is the small windshield castings which permit so much vision.

Although the Coupe pillar has not been seen very much during the last several years, it is again rapidly becoming the vogue, as it is particularly adaptable to the Coupe. This should prove a very splendid design. The idea of affording more vision is one which will certainly have the backing of all those who drive motor cars and it will be interesting to see how rapidly these improvements become general.

Wiese has developed a very splendid cloth for the interior, which is in complete harmony both with the colors of the bird and of the car and yet has that informal atmosphere so necessary with an owner-driven car. Six balloon tires together with six disc wheels are standard equipment. The owner's monogram is placed on the car.

Various Lincolns of the Salon are shown on artill-

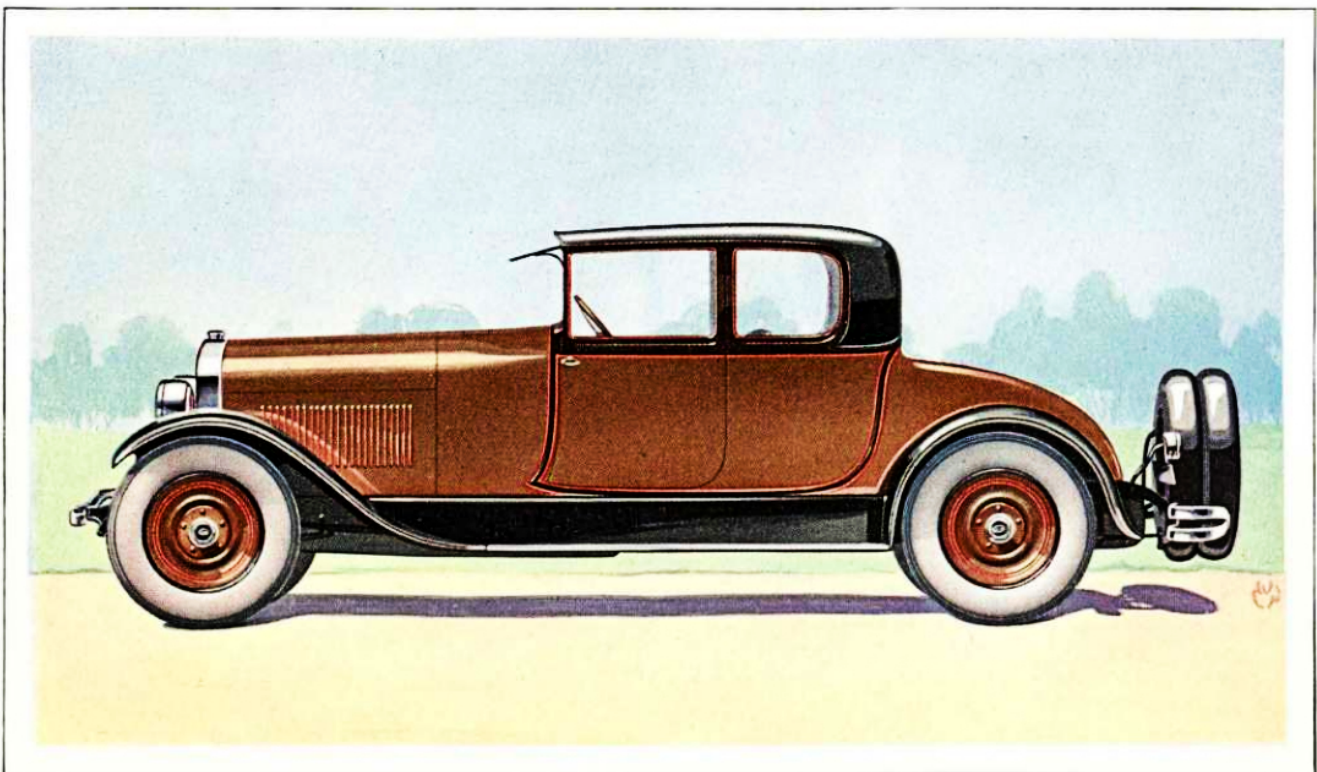
lery, wire and disc wheels, as wheel equipment on the Lincoln is optional with the customer. A small additional charge is made for disc or wire wheels as selected. This is also true in the case of tires, as both standard and balloon tires are furnished.

Such a policy allows the customer a much appreciated latitude in expressing his individual ideas, and this thought has been carried throughout the entire Lincoln program. A number of accessories are offered which include everything from tonneau windshields on the open cars to laprobes in the enclosed ones.

It is possible for a customer to select any color of upholstery he may desire, providing he finds none of those furnished on standard cars is to his exact taste. As a result of this policy, Lincoln cars are outstanding wherever they are seen, due to the added touch of individuality so noticeable in each one of them, reflecting the personality of the owner.



The cleverness of this car's design is particularly apparent from a three-quarters or full front perspective



The Victoria Coupe by LeBaron

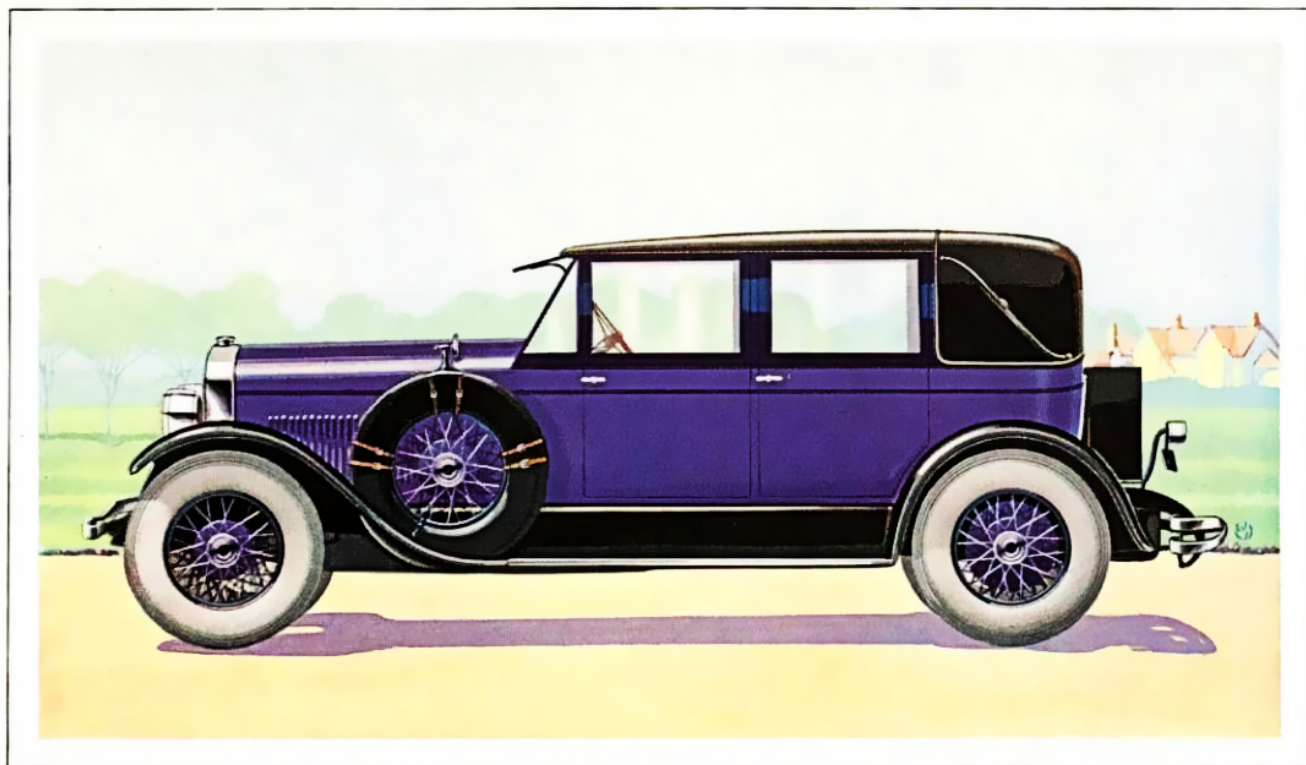


THIS Merida Jay (*Cyamolyca icmillata meridana*) is a specimen from the mountains of Venezuela. Closely allied races or species, differing in the shade of blue, and to some extent in markings, are found in the Andes of Colombia, Ecuador, Peru, and Bolivia, while in Central America still more distinct and very beautiful species are found. It is a curious fact that no variety of Jay is known in the West Indies.

The Jay is a knowing, inquisitive bird, noisy at times, and possessing a large and varied vocabulary. The beautiful blues found in this bird are structural, as is true of all blue found in any bird. By structural is meant that there is no blue pigment in birds—that the very structure of the feather allows some of the

light rays to pass through it while others are reflected. Hold a feather, which is particularly brilliant blue, between your eyes and the light and you will then realize the entire lack of the blue pigment. These interesting facts of structural coloring are rather hard to believe. However, a demonstration is most convincing.

In the two-window semi-collapsible Berline by Judkins, these blues have been used most effectively, the lighter blue on the lower part of the body and wheel, with the upper part of the body in the darker blue. The moulding, and of course the underparts, are in black, and the moulding is striped with the lightest shade of blue found on the bird.



The Two-Window Semi-Collapsible Berline by Judkins

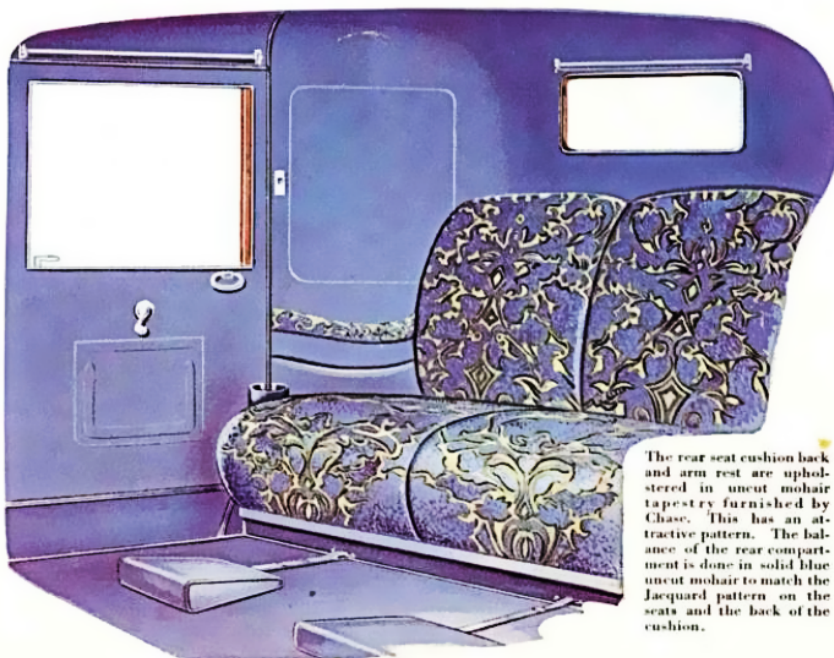
The collapsible feature of this car adds to its utility. As this Berline is primarily designed as a personal car for milady, she has the opportunity in pleasant weather of having the top lowered and enjoying the sunshine and fresh air.

Since this particular type of car is designed to be chauffeur driven, the front compartment is upholstered in blue leather, hand buffed, and with a natural grain dull finish. Still another useful and attractive feature of this car that will incite admiration is that when the glass partition between the chauffeur's compartment and the tonneau is lowered, there is little indication of the fact that it is ever anything other than a sedan.

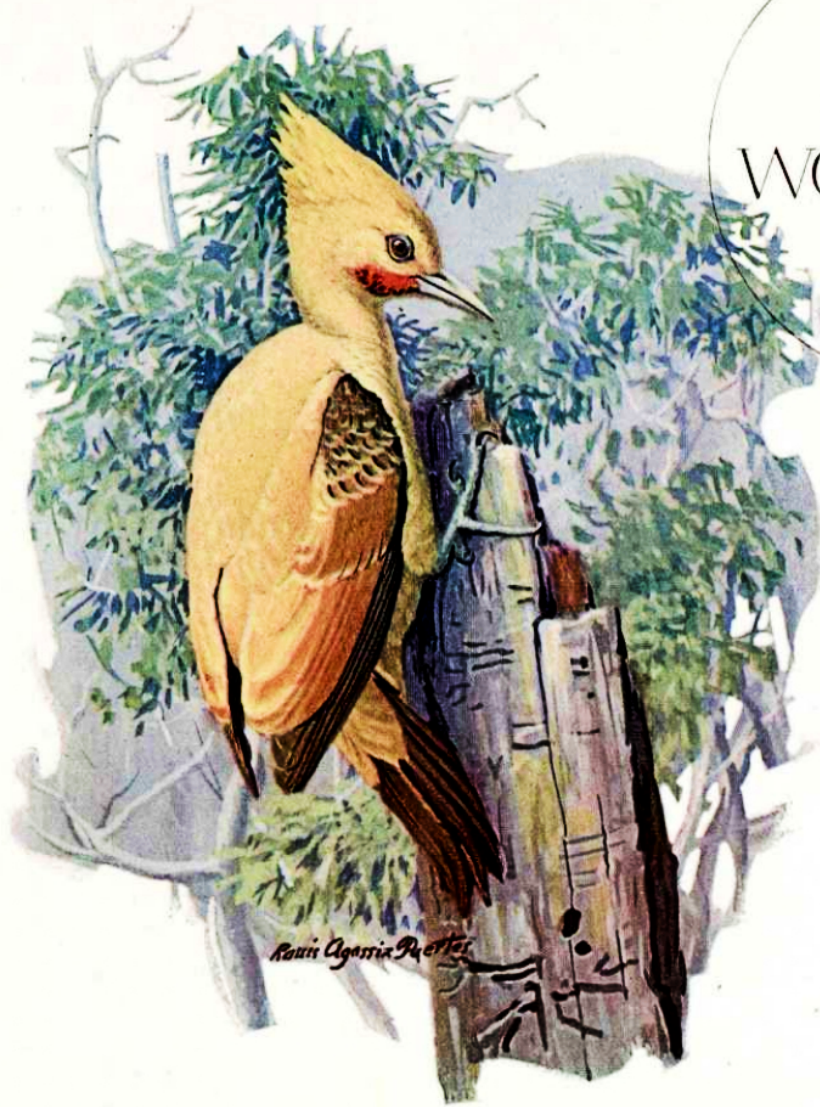
The opportunity of completely converting this car from a Berline to a Sedan is one that should be appreciated by the owner. With this thought in mind the builder has installed a front seat which is unusually comfortable and which compares favorably with the luxury of the rear seat. The rear seat cushion back and arm rest are upholstered in uncut mohair. This has an attractive pattern. The balance of the rear compartment is done in a solid blue uncut mohair to match the Jacquard pattern on the seats and

back of the cushion. A laprobe is furnished that harmonizes with this material and the owner's initials are placed on the outside of the car. The equipment consists of well fenders, mirrorscopes on the spare tires, six wire wheels and balloon tires. A trunk having two handsome cases is part of the equipment and is strapped to a rack built as an integral part of the body.

In all, this car is a striking example of what attention to detail contributes to a symmetrical whole.



The rear seat cushion back and arm rest are upholstered in uncut mohair tapestry furnished by Chase. This has an attractive pattern. The balance of the rear compartment is done in solid blue uncut mohair to match the Jacquard pattern on the seats and the back of the cushion.



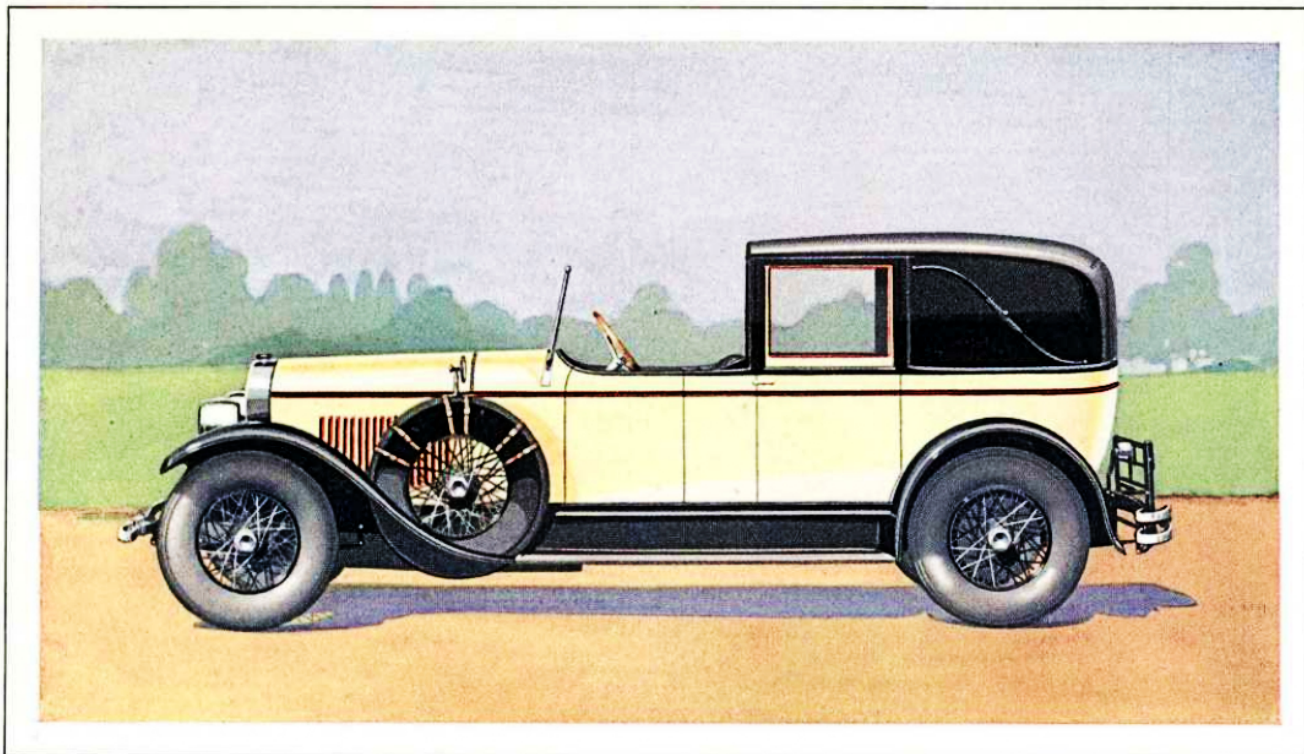
Yellow WOODPECKER

THIS specimen of the Yellow Woodpecker (*Crocormphus flavius*) is from Venezuela. The Woodpecker is found almost all over the world except in Madagascar and the Australian region. However, no other member of this family and few, if any, other birds share the peculiar coloration of the species illustrated on this page. This family is represented in the United States by many well known species such as the Golden Winged Woodpecker or Flicker, the Red-Headed Woodpecker, the Ivory-Billed Woodpecker, and the California Woodpecker. The last named is one of the most remarkable of the family because of its habit of storing acorns in holes drilled in tree trunks or telegraph poles, each hole being just large enough to hold a single acorn. This has been likened to the fit of a finger in a thimble. Frequently poles are seen which are literally riddled with these acorn deposits.

A few species feed partly on the sap of trees and others sometimes seek insects on the ground. Woodpeckers are among the most beneficial of birds, being of great assistance in decimating insect pests. Their plumage is generally parti-colored; black, white, brown, green, yellow, orange, and red, in varying proportions and usually strongly contrasted.

The chief European species are the Green Woodpecker (*Gecinus viridis*), the Great Spotted (*Dendrocopus major*), the Lesser Spotted (*D. minor*), all common in Great Britain, and the Great Black Woodpecker (*Picus martius*) of northern Europe, entirely black excepting for a red crown.

No birds are better adapted to their mode of life than are the Woodpeckers. Their sharp, hooked claws give them a secure hold on the bark, while the stiffened tail feathers act as a support. The strong chisel-like bill serves to dig into decayed or even solid wood



The Semi-Collapsible Cabriolet by Brunn

for food, and the very long, extensile tongue is of service in drawing grubs from crevices or in lapping up ants. The bill is also used to hew out nesting holes in which their pure white eggs are laid.

The Yellow or Chestnut-winged Woodpecker, shown on the opposite page, has an extensive distribution in South America. It has numerous allies, largely chestnut in color, in tropical America, but none of the Woodpeckers of temperate regions are very closely related.

Brunn has used the pleasing cream color of this bird in his Semi-Collapsible Cabriolet and the bit of red on the bird has been used as a suggestion for the color of the striping; the entire car done in cream with red striping on the black mouldings. There is a sweep to the rear roof which marks this car as unusually smart. It is remarkable, sometimes, how changing of highlights, the raising or lowering of the moulding or the curve of the roof will change the entire character of an automobile. Because this is true, unlimited time is devoted to experimentation by manufacturers who are determined to achieve the superlative in beautiful cars. This attention to detail is clearly demonstrated by the bodies shown on the Lincoln chassis. If the owner could but realize the hours and hours which were spent in trying to obtain the beautiful curve on the rear of the roof, spoken of above, it would add to his pride of possession.

The two spare seats are particularly well suited to this Cabriolet, one of them having a lazy back,

permitting the passenger to sit facing the curb side of the car. This allows ease of conversation with the people on the rear seat. Another splendid feature of this seat is that it has no leg to fold down to the possible inconvenience of the other passengers. The other extra seat is purely an emergency one and is of the taxi type; the passenger sits facing the rear. Wiese has created a most interesting cloth for the upholstery in this Cabriolet that lends to it an atmosphere of great luxury and quiet elegance. Broadlace is used to further carry out the color scheme.

Equipment consists of six balloon tires, wire wheels, well fenders, folding trunk rack, mirrorscopes and monogrammed laprobe. The same shade of red as is used to stripe the car will be used in the owner's monogram.

While this car has the dignity and formality usually associated with a cabriolet, yet Brunn has also succeeded in incorporating in it the smartness of the Sport type. The result is a motor car which is at once extremely pleasing and practical.





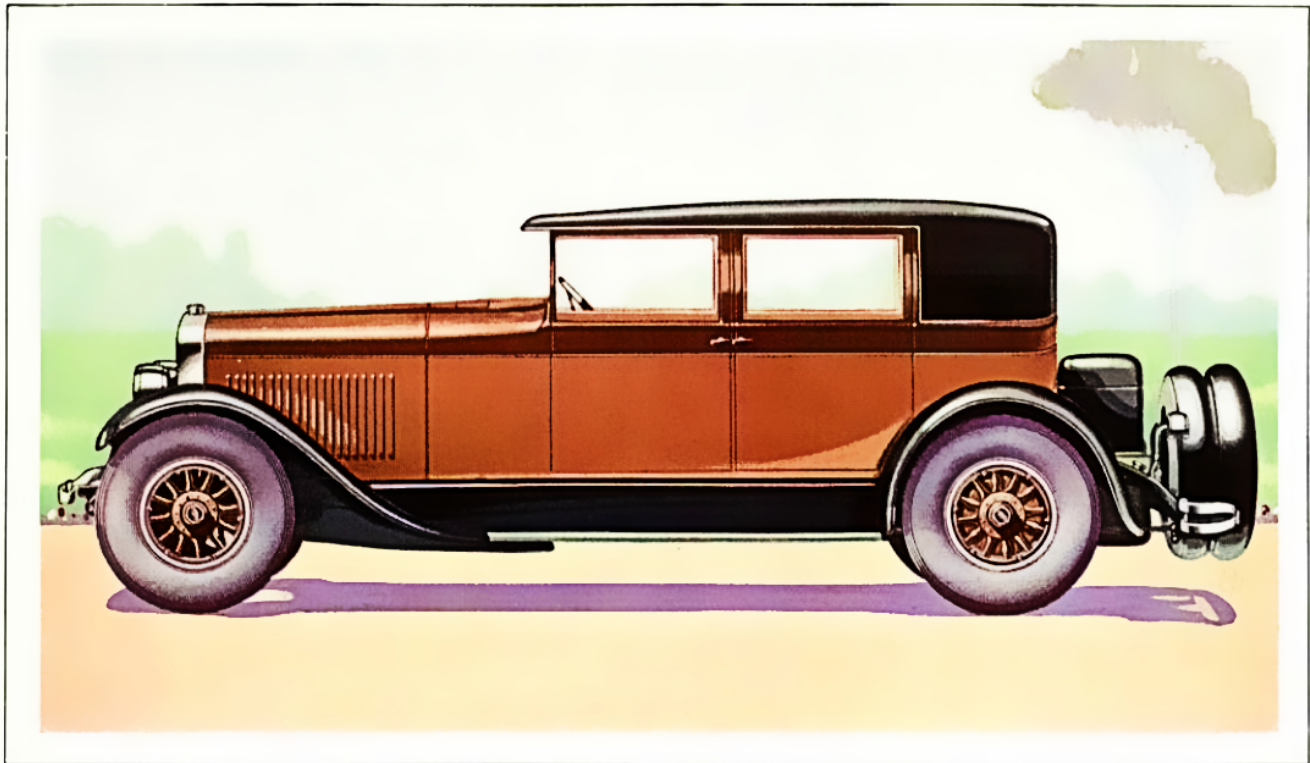
THIS Chinese Jay (*Garrulus brandtii*) is from Northern China. Very little is known about this particular species. However, it is a close relative of the well-known Jay of Europe, and also allied to our familiar Blue Jay.

Although Mark Twain was not an ornithologist he was of the opinion that the Blue Jay of the eastern United States is the most beautiful bird in America and there are many, many people in this country who also believe this to be true and cherish a warm regard for him despite his lack of musical talent. There is a certain depth to the color of a Jay that is most unusual and the effect obtained by the contrasts of lighter blues against darker blues is one which always calls forth the admiration of those who are inspecting members of this family. In the western United States the Blue Jay is replaced by the Steller's Jay which almost rivals the beauty of the Blue Jay. Jays are hardy, intelligent, omnivorous birds, noisy

CHINESE JAY

at times, but like their relatives the Crows, lacking in powers of song, although possessed to a remarkable extent with the ability to imitate the notes of other birds.

Mexico and Central America possess the greatest variety of Jays. Most of them are largely blue in color, some ornamented with crests or with enormously long tail-feathers, while a few are bright green and yellow varied with black and blue. Jays build a cup-shaped nest of twigs and lay spotted eggs. It has long been a popular belief that Jays are very aggressive and often eat the eggs and the young of smaller and weaker song birds. This theory was disputed recently in an article appearing in one of the monthly magazines. However, several ornithologists relate having witnessed such destruction. In the illustration the bird is shown in a familiar pose, and it is most interesting to notice the subtleness with which the artist has suggested in this study the predatory characteristics of this species.



The Four-Passenger Sedan by Dietrich

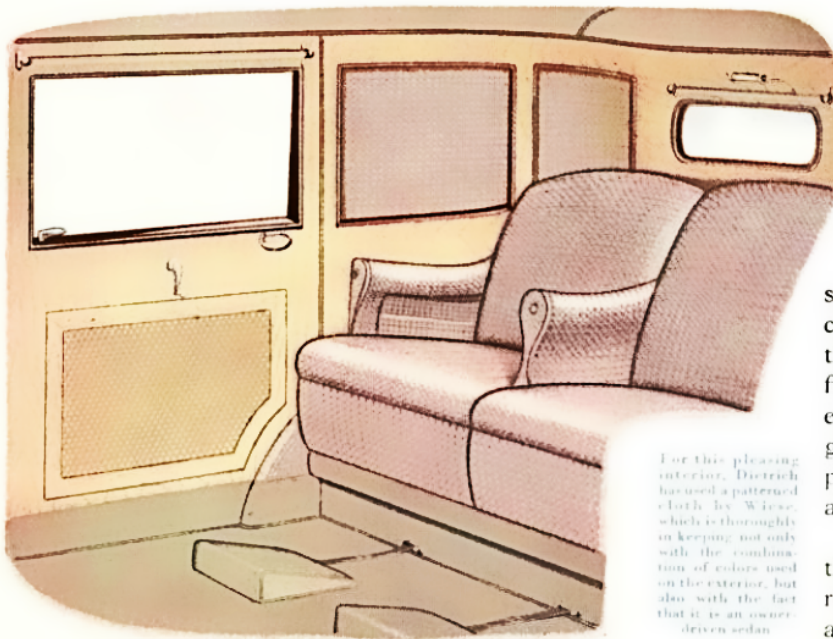
One of the striking peculiarities of this bird is the unusual shaded striping on the wings. This has been cleverly interpreted by Dietrich as a striping on his four-passenger owner-driven Sedan. This striping is a series of shadings from a very dark to a very light blue, and the ensemble effect is from black to white carried through the several shades of blue. The lower part of the body, wheels and window reveals are

painted in the light brown, while the upper part of the body is in the darker shade. Wiese developed the cloth for the interior, which is in keeping not only with the combination of colors used on the exterior but also with the fact that it is an owner-driven sedan. The interesting feature of a small windshield pillar, affording greater vision, is found again in this car. Designed to be owner-driven, this arrangement will be appreciated.

This four-passenger car, commonly called an Owner-Driven Sedan, has become more and more popular recently. Sometimes it is built with a glass partition which lowers and is then called a Berline, and sometimes, as in this instance, a Four-Passenger Sedan. The seat arrangement differs from the usual

sedan, as the effect is of easy lounge chairs rather than the more conventional seat. Interior woodwork is natural finish with the upholstery behind this, exposing a number of panels. This, together with the cane work in the door panels, makes an unusually handsome and interesting interior.

Six balloon tires are furnished with the car as well as a monogrammed lap-robe. The monogram will probably be a combination of blue and white.



For this pleasing interior, Dietrich has used a patterned cloth by Wiese, which is thoroughly in keeping not only with the combination of colors used on the exterior, but also with the fact that it is an owner-driven sedan.

STAGE

and

SCREEN



PHOTO BY MURRAY STUDIOS

Alice Brady, as Jacqueline in "Oh Mama," has ample opportunity to display both charm and versatility

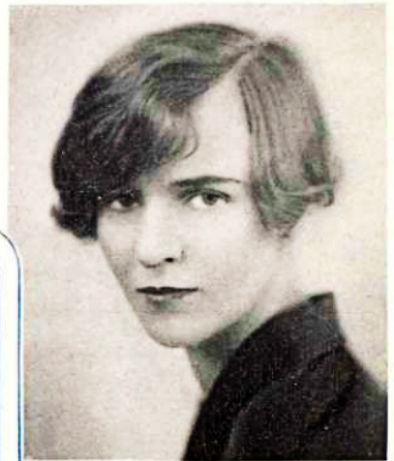


PHOTO BY FLORENCE VAN DAMM

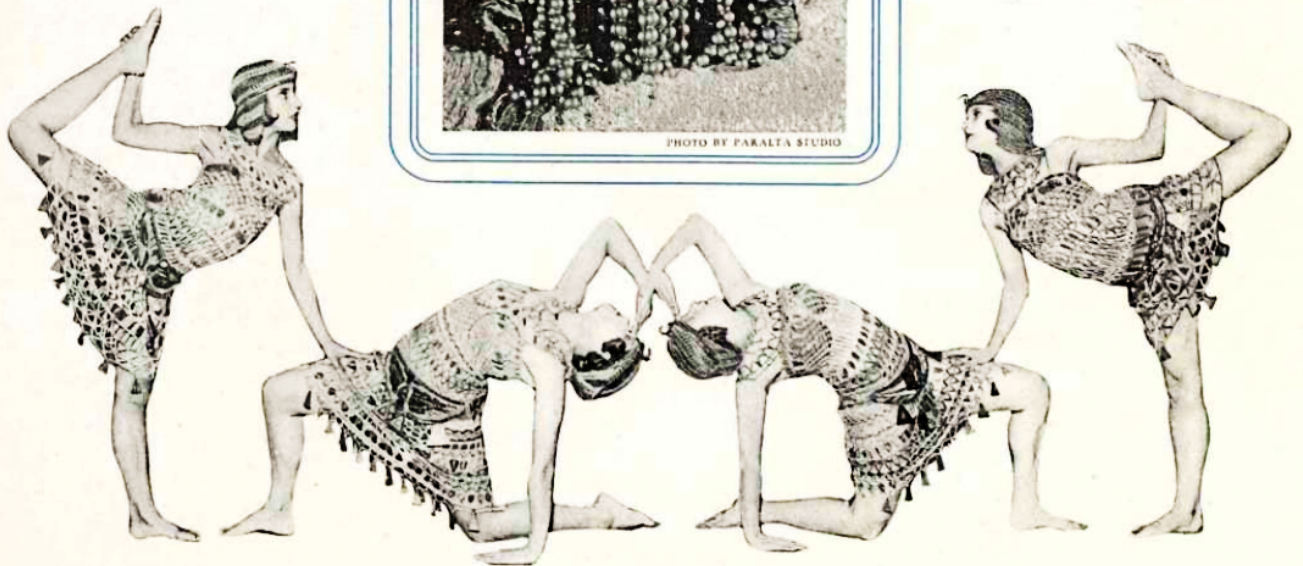
Blyth Daly who has the only feminine role in Maxwell Anderson's play "Outside Looking In"

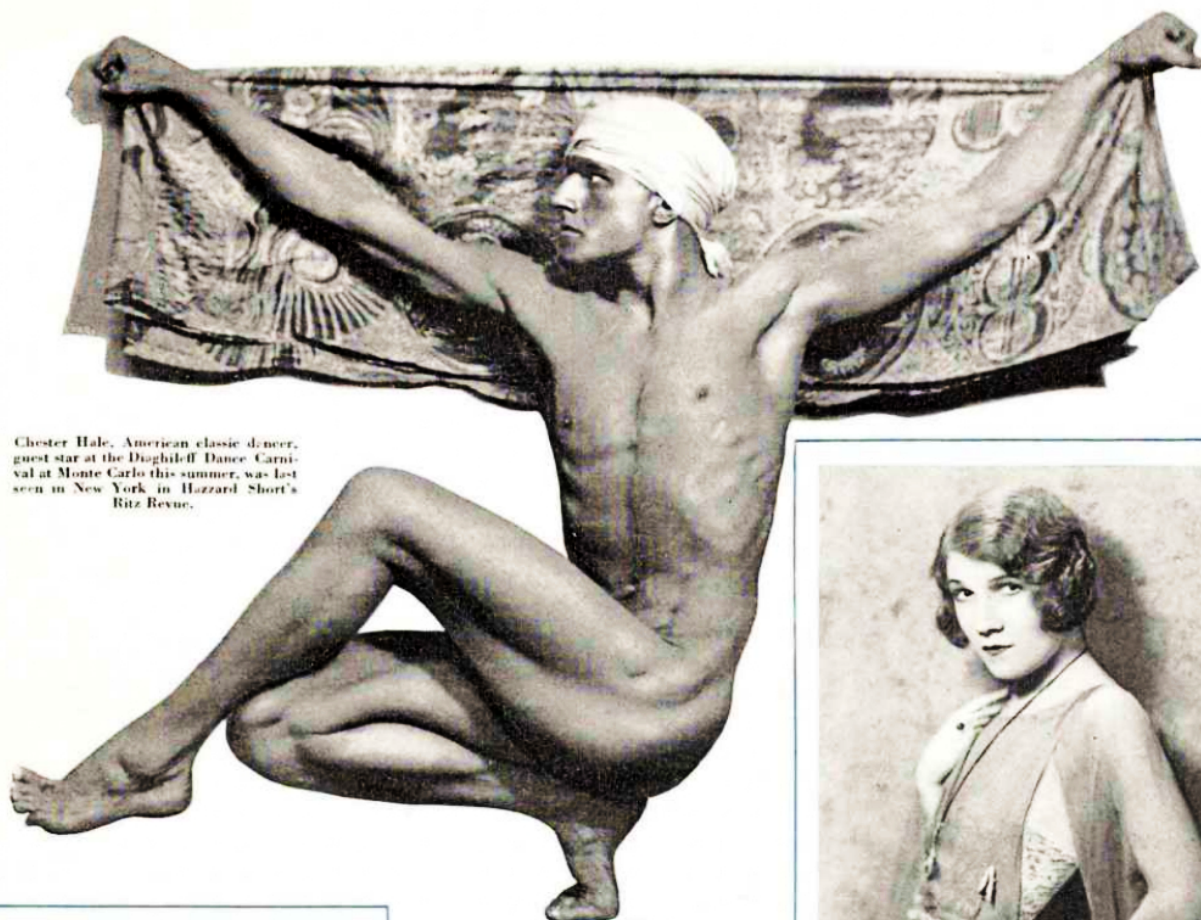


PHOTO BY PARALTA STUDIO

Egyptian Temple Dance, Ballet by Mme. Isachenko. Music by Grieg.

A startling figure used to symbolize Gold in the prologue of Charlie Chaplin's new picture, "The Gold Rush," at Graumann's Egyptian Theatre, Hollywood





Chester Hale, American classic dancer, guest star at the Diaghileff Dance Carnival at Monte Carlo this summer, was last seen in New York in Hazzard Short's Ritz Revue.



PHOTO BY WHITE STUDIO

Vivienne Segal, playing in "How's the King"



PHOTO BY WHITE STUDIO

Mildred McLeod, who has a leading role in Rachel Crothers' production of "The Book of Charm"



Margaret Schon as Kriemhild in the glorified screen version of Siegfried



PHOTO BY EACB BROS.

Irene Bordoni, playing in Avery Hopwood's new song farce, "Naughty Cinderella"

The Color of Birds

By W. DE W. MILLER

Associate Curator of Birds, American Museum of Natural History

BIRDS are unrivaled among living creatures in beauty and variety of coloration. Many fishes and reptiles are brightly colored and numerous species of beetles and butterflies vie with birds in beauty, but first place must be conceded the feathered tribe.

In general few large birds are brilliantly colored, but the pheasant family comprises many combining large size and marvelous plumage. Among them are the resplendent Impeyan, the Peacock with his magnificent train, the Argus Pheasant of prevailing brown plumage with wonderful eyelike markings on the enormous wing-quills, and the beautiful Ocellated Turkey of Central America.

It is chiefly among forest birds of small or moderate size that we find the greatest variety and beauty. In the Old World the gorgeous Lories, green Fruit Pigeons, Sunbirds, Pittas and Birds of Paradise, and in the New World the Hummingbirds, Trogons, Cotingas, Manakins, and Tanagers are among the showiest forms. The Hummingbirds, that have been called "feathered jewels," some four hundred species in all, take first rank. The plaques of amethyst, sapphire or ruby, like burnished metal, on their crown or throat are unsurpassed among living things.

Contrary to popular belief, the proportion of brilliantly colored birds is no larger in the tropics than in temperate regions. The cases of gaudy stuffed birds once so popular doubtless gave rise to this idea. But hundreds of species of tropical birds are as plain as any of northern climes.

The United States is favored by nature in its numerous birds of beauty. Our Scarlet Tanager, Indigo-bird and Baltimore Oriole, to mention only a few, surpass any European birds in intensity of coloring.

Beauty, however, does not necessarily depend on brilliancy of coloring. The Waxwings in their soft, blended grays and browns, the russet-backed Wood Thrush, the pearl-gray Sea Swallow, are more pleasing to the eye than many of the most showy tropical species.

Special study with the microscope and the test-tube has revealed much regarding the coloring of plumage.

The color is usually due to the presence of pigment within the feather. In many birds, however, including all those of iridescent hues, the microscopic structure of the surface of the feather combined with underlying pigment produces the effect.

It is a curious fact that, so far as known, no blue pigment exists in any bird. The intense blue of the Indigo Bunting or the Bluebird is effected by the feather structure over an orange or brownish pigment. Prismatic colors, as in the Hummingbirds, change according to the position of the bird and some species exhibit the whole solar spectrum.

White birds are without pigment in their feathers, and albinism is due to lack of the normal coloring matter, resulting in such freaks as pure white Crows and Blackbirds.

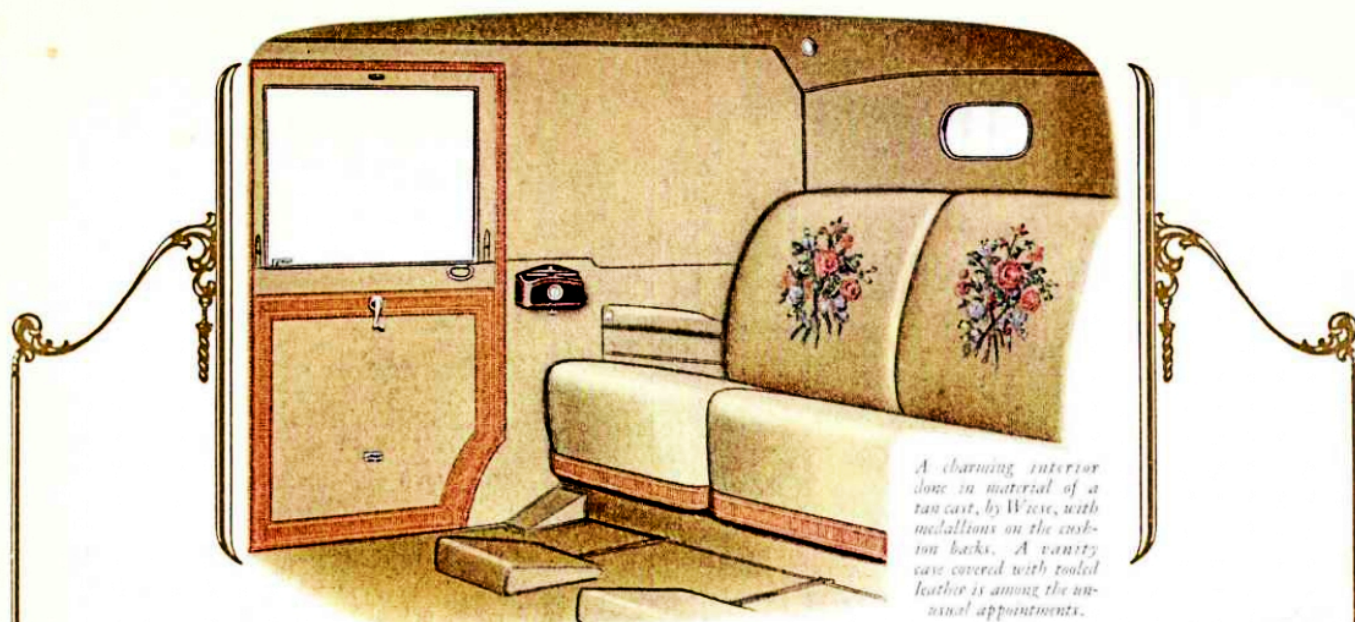
The vivid red of the Scarlet Ibis changes little after long exposure to light, but the beautiful scarlet breast plumage of the Trogon fades gradually to pure white, unless protected from the light. The colors of live birds fade to a certain extent, but as their plumage is completely renewed at least once a year the change is limited.

The members of some families are so varied that from coloration alone their relationship would not be suspected. In other groups a certain pattern runs through all the species. The Woodpeckers furnish a striking example. There are several hundred species varying in sizes from a warbler to a crow, yet almost without exception the head is marked with red or yellow.

The growing collections of the American Museum of Natural History, now among the largest in the world, offer unlimited material for the pursuit of this fascinating study. Artists and sculptors have long made use of the collections, and new uses are being discovered. Silk manufacturers have successfully imitated the patterns of the Golden Pheasant, the Loon and other species, the makers of woollen fabrics have copied many of the rarer shades, and now for the first time the builders of motor cars have achieved the unique in color schemes of surpassing and unique beauty by studying the plumage of the fowls of the air.



Front of the American Museum of Natural History



A charming interior done in material of a tan cast, by Wiese, with medallions on the cushion backs. A vanity case covered with tooled leather is among the unusual appointments.

A COLOR MOTIF FROM THE TROGON

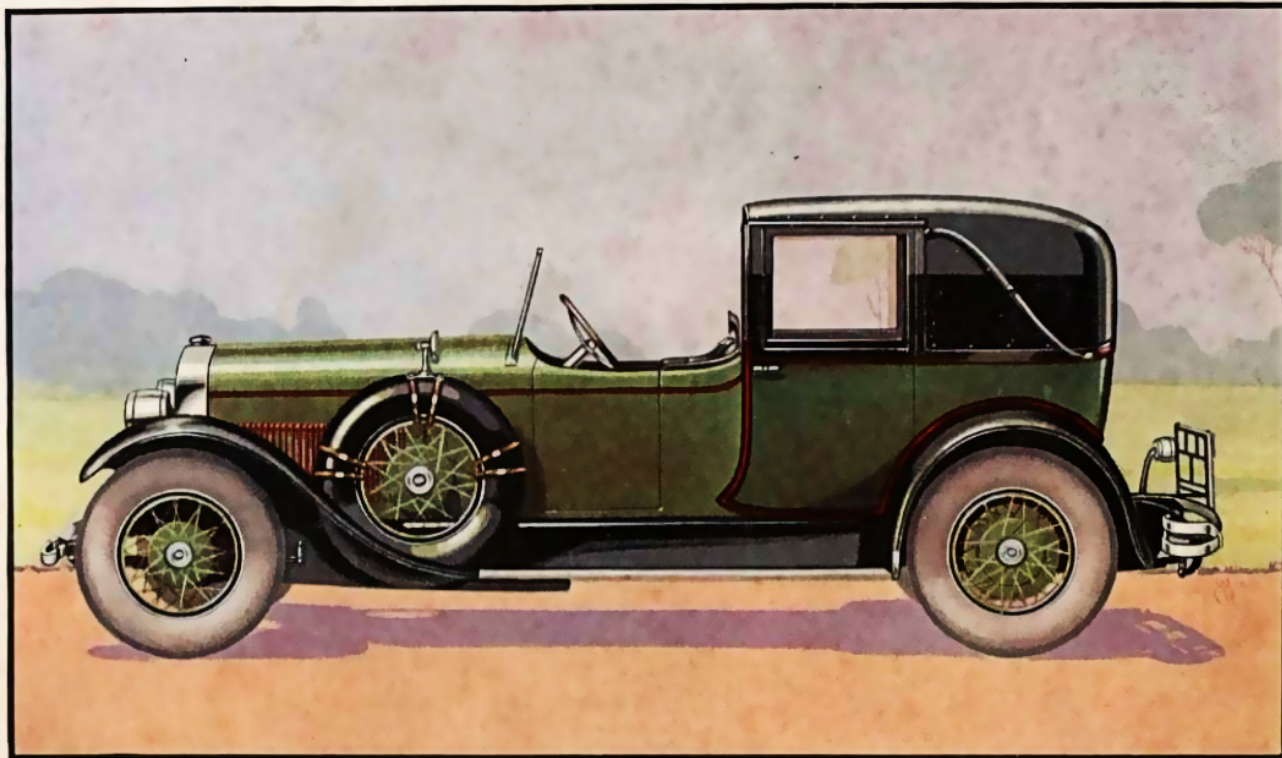
THE specimen of the golden-headed Trogon (*Pharomachrus auriceps*) shown on the cover, is from Ecuador. As is the case with owls and parrots, the Trogons form a very peculiar and strongly marked family, quite unlike any other group. Being confined to deep, humid forests, they are comparatively unknown to any but the ornithologist. They are found in the tropical parts of Africa, Asia and America, but in America they attain their greatest development in numbers, variety and beauty. Trogons nest in holes in trees, laying unmarked white or tinted eggs. They feed on insects and fruits secured while hovering on the wing. Their voices are unusual—often harsh—but their plumage is even more unusual, being a gorgeous metallic green, the underparts scarlet or yellow. A remarkable feature of this red or yellow color is its evanescent nature. If exposed to the light, these colors in the course of a few years fade to pure white. If protected from light, they do not change.

An interesting fact is that a close relative of this Trogon is the national bird of Guatemala, and if you but open the magazine and compare the back page with the front, you will see how well Holbrook has caught the inspiration from the plumage and has expressed it in this beautiful fully-collapsible Cabriolet. As you look at the bird, you will notice the wonderful bronze green on its head. It was this color which gave the paint manufacturer the most concern. The effect was almost impossible to duplicate. The car, of course, is proof conclusive that the thing was done well. This color is used on

the body panels forward of the coupe pillar, as well as the wheels. The underworks, chassis and fenders are painted black on this Cabriolet, as they are on all the Lincolns shown. Heretofore, it has been customary to paint fenders to get effect, but in this group the desired effect has been happily attained by still having these parts in black and at the same time securing an even more pleasing contrast. The color on that part of the body in rear of the coupe pillar has been taken from the back of the bird. It is a darker green, with a hint of blue. The striping is that brilliant red, so pronounced on the bird. The equipment is six wire wheels, balloon tires, well fenders, a folding trunk rack in the rear and a mirrorscope on each side. The monogram of the owner is placed on the car as well as on the laprobe.

The chauffeur's seat is upholstered in dull finish black leather, plain, with a two-cushion effect. However, it is the interior that marks this car as unique. The material, which is by Wiese, is of heavy texture, with a tan cast suggested by the red on the bird, and on this has been woven the two medallions which are on the backs of the cushions only, the balance of the interior being plain. However, a beautiful broadlace is used, which harmonizes with the upholstery and has, in addition, some brilliant red.

The appointments of this car are also unusual, including a tooled leather container designed around a vanity case which any woman would be proud to own.



EXCELLING ALL PREVIOUS SALONS

Motor devotees who visited the Salons last year and doubted that another year, or even another decade, could bring enhancement in any detail to the perfection of the cars they inspected, have a surprise awaiting them.

Apparently no limit can be placed upon human artistry, ingenuity and engineering skill. The *original* creations that will be shown this year at the Salons are striking evidence of this truth.

Visitors to the Salons will—as usual—find their ideas of what is best in motor car luxury upset by the latest conceptions of the select few who exhibit this year.

LINCOLN